HEAVISIDE GROUP LLC SERVICE SCHEDULES

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These schedules are part of the Master Services Agreement (MSA) for the services listed in Client's Service Agreement. Capitalized terms have their MSA meanings. Counts and volumes describe the standard level of work under MSA Section 3.2. For every schedule, the only remedy for a service issue is MSA Section 11.4, except a refund due under the Guarantee Terms.

Schedule 1 — Website and Hosting

Included in Foundations, Paid Ads + Foundations, Starter, Growth and Elite (the managed website). **Website Care**, for a site Client already owns, is $195 a month.

1.1 **The managed website.** Agency builds and hosts a website for Client's business on Agency's standard platform: service pages for Client's main services and up to 3 launch city pages, contact and lead capture wired to Revenue Commander, and a backup copy of every lead. Further city and area pages are SEO work (Schedule 2).

1.2 **Go-live.** The full website goes live within 21 days of access complete (Guarantee Terms, Part 6).

1.3 **Updates.** Agency makes minor text, image, contact and content updates to existing pages within reasonable use. New pages beyond the plan, redesigns, custom code, complex integrations, structural changes, migrations and major design work are out of scope. Agency may limit open requests and sequence work by priority.

1.4 **Hosting.** Agency hosts the site while the subscription is active and Client is in Good Standing. Third-party themes, plugins, licenses and tools may not transfer.

1.5 **Ownership and exit.** The managed website is Agency Work Product (MSA Section 8.2). On a paid-up exit Client receives the free Site Export (MSA Section 8.7). On any other exit, or after a refund exit, the site comes down. Client's domain, registrar and DNS always stay Client's.

1.6 **Website Care.** For a site Client owns: hosting, security and edits. The site, domain, code and Client-Furnished Materials remain Client's, and Agency has no takedown right over that site. Website Care is never sold for an Agency-managed site.

Schedule 2 — SEO

Included in SEO only, Starter, Growth and Elite. Standalone: **$695 a month per location** plus **$495 setup** (not charged if Agency built Client's site in the last 90 days). Backlink placements: **$150 each**.

2.1 **Units.** SEO is 10 units a month per location. One unit is one published piece, approved by Agency's SEO lead (Section 2.2), with no weights. Client does not approve individual units:

- **Pages:** city or service-area, county, neighbourhood and location-hub pages; hyperlocal landmark posts linked from their city page.
- **Posts:** blog posts and project spotlights.
- **Fixes:** service-page upgrades, optimisation passes and technical fix batches.

In Starter, Growth and Elite, Foundations' monthly content piece counts as one of the 10 units.

2.2 **Monthly mix.** Agency proposes each month's mix from rankings, map grids and gaps, and Agency's SEO lead approves it. The monthly report shows each unit and where it went. Units do not roll over.

2.3 **Also included:** baseline rankings and map grids, technical checks, AI SEO (answer engine optimization and generative engine optimization, "AEO" and "GEO"): the AI visibility check (a baseline and a monthly rerun of agreed local buying questions in the main AI answer tools), whose findings Agency considers when proposing the monthly mix (Section 2.2), and the day-30 work in the Guarantee Terms.

2.4 **Citations and links.** Citation building and cleanup are done by need, at Agency's discretion, in any plan, with no promised count. Links are not units: a backlink placement is a $150 add-on, subject to the publisher accepting it.

2.5 **SEO only: which sites.** SEO only is sold for a WordPress site or a site Agency built. Client grants an Administrator account, Search Console and analytics access, and installs or allows the plugins Agency names; Agency publishes and edits directly. A site that stops meeting these terms pauses the affected work as a Client delay.

2.6 **SEO only: Google Business Profile cleanup.** One cleanup in the first 30 days: categories, services, hours, description and photos. Ongoing posts are the $295-a-month Google Business Profile add-on (Schedule 5).

2.7 **Content on a client-owned site.** Pages and posts Agency publishes on a site Client owns stay on it after a paid-up exit, licensed to Client for its own business for good. If Client leaves owing money or after a Chargeback, Agency may remove them.

2.8 **Search risk.** Search engines and directories may ignore, discount, delay, rewrite or remove content, links, citations and listings. Agency does not guarantee rankings, traffic, indexing, map

placement, link value or AI citation. Client takes the risk of ranking changes, de-indexing, manual actions, penalties, profile suspensions and link devaluation, including after Agency's work.

Schedule 3 — Paid Ads

Included in Paid Ads, Paid Ads + Foundations, Starter, Growth and Elite.

Ad spend band (combined, monthly, platform-reported)	**Monthly**	**Setup**
Up to $5,000 (Paid Ads, Starter)	$695	$495
$5,001–$15,000 (Growth)	$1,195	$495
$15,001–$50,000 (Elite)	$1,995	$495
Over $50,000 (Elite)	7.5% of spend over $50,000, on top	—
Each added location lane	$495	—

3.1 **Channels.** Google Search, Local Services Ads where the trade and account are eligible, and Meta (Facebook and Instagram), in accounts Client owns. The mix between channels is set at kickoff from Client's budget and wishes. Performance Max is added account by account where Agency judges it useful.

3.2 **Google Search build.** One campaign per account with Client's services as ad groups, every served city targeted, approved ad copy and assets, schedule, negatives and starting bids. Local Services Ads setup, profile work and lead disputes where eligible.

3.3 **Google per-service pages.** One landing page per main service searched, matched to its ad group: click-to-call first, a short 3–4 field form, the area served and Client's reviews. Whether these pages show Client's homeowner offer is decided at kickoff.

3.4 **The Facebook funnel.** An offer page with Client's offer and a multi-step estimate survey, thank-you and legal pages; service pages for each main job type; five follow-up workflows (intake, speed to lead, qualification and routing, booking or dispatch handoff, and no response or not a fit); and the Meta pixel, Lead event, a tracking tag per ad and source fields in Revenue Commander. Agency proposes a trade-standard homeowner offer; Client approves or changes it.

3.5 **Ads and creative.** Ads launch with 3 live and 3 on the bench. Weekly review swaps a weak ad for a bench ad, and new ads refill the bench monthly. Creative comes from Client's job photos, designed offer images, AI-made images (never fake jobs or fake reviews) and short video.

3.6 **Speed to lead and handoff.** Each new lead gets an instant text and email from Client's business name and number. By default Client gets an alert with a lead brief and the homeowner is told Client will call; Client may instead choose self-booking on its connected calendar or an AI receptionist callback. Alerts go by text, email and the Revenue Commander app by default; Client sets the final setup at kickoff.

3.7 **Tracking, recording and review.** Agency sets up tracking numbers, call and form capture, call recording and a lead-quality review. Tracking numbers and call recording are billed as usage (Platform Usage Fees, Schedule 4.6). A short recording notice plays on every tracking number before the call rings through. Client is responsible for any further notice or consent its state requires on calls outside the tracking numbers (Schedule 9).

3.8 **Locations.** On Growth and Elite each location has its own Facebook funnel and Google pages and a location lane.

3.9 **Go-live.** Ads, the Facebook funnel and the Google pages go live within 7 days of access complete (Guarantee Terms, Part 6). Meta may launch first while Google verification is pending.

3.10 **Spend.** Client pays all ad spend directly to the platforms. Recommended minimums are $100 a day on Google and $50 a day on Meta. Bands, the over-$50,000 fee and moving between bands follow MSA Section 3.9; standalone Paid Ads above $5,000 moves to the band that covers the spend. Agency is not liable for spend above or below a budget caused by platform billing, auctions or reporting delays.

3.11 **Ownership and exit.** The ad accounts, their history and the spend are Client's. Landing pages, the funnel, the Google pages, workflows and tracking setup are Agency Work Product and come down at the end of service (MSA Section 8.7). Paid Ads can be dropped at the end of a paid period.

3.12 **Ad risk.** Client takes the risk of campaign performance, auctions, competition, disapprovals, policy restrictions, account suspensions and cost changes.

Schedule 4 — Revenue Commander and AI Receptionist

Included in every plan with Foundations; the live dashboard and monthly report in every plan. Standalone Revenue Commander: **$97 a month**. Customer email, beyond the one send in Foundations: **$195 a month**.

4.1 **Revenue Commander** is Agency's client platform: calls, forms, messages and reviews in one place, missed-call text-back, the Monday chase list (open quotes, callbacks, reviews to answer and items needing a decision), calendars and automations.

4.2 **AI receptionist.** An AI receptionist answers calls, collects details and books a callback. It runs on a knowledge base Agency builds from Client's approved business facts. The AI layer may also

draft conversation replies, review replies and content. The AI receptionist runs on Agency's standard voice model; a premium model is not offered. Usage is billed separately (AI Usage Billing policy).

4.3 **Not included:** outbound AI calling, voice widgets, autonomous booking or public actions, website or funnel AI, custom agents, bespoke integrations and AI strategy or implementation. Those need a separate scope; bespoke AI work is a Heaviside AI service under its own agreement. Agency's internal use of AI to deliver the services is its own method and not an added service.

4.4 **Customer email.** One email a month to Client's own customer list, written and sent by Agency. The list stays Client's.

4.5 **Live dashboard and report.** A live dashboard in the Revenue Commander app shows live numbers from each connected source; each tile is labelled with its source and when it last updated, and the numbers are not reviewed. The monthly report of work done and results is the reviewed record. Both depend on connected data (MSA Section 11.3).

4.5A **Call recording.** Calls through tracking numbers are recorded, and a short recording notice plays on every tracking number before the call rings through.

4.6 **Usage.** Phone and tracking numbers, calls, call recording, texts, email sending and AI usage are Platform Usage Fees, paid from the prepaid usage wallet at the Usage Rate Card prices (AI Usage Billing policy). If they go unpaid, dependent features may stop.

4.7 **As available.** The Platform is provided as is and as available. Agency does not promise that every call, message or lead will be captured, routed or delivered on time.

4.8 **Communications law.** Client is responsible for consent, opt-outs, call-recording notices, message content and compliance with the TCPA, A2P 10DLC rules, CAN-SPAM and similar laws for its communications, unless a signed writing assigns a specific task to Agency. SMS rules: SMS and A2P policy.

Schedule 5 — Reviews and Google Business Profile

Included in Foundations (location 1) and each added location (Local Trust). Standalone, without Foundations: **Google Business Profile / Local Trust $295 a month per location**; **Reviews $245 a month**. Added Local Trust Location: **$295 a month plus $250 activation**.

5.1 **Google Business Profile.** Profile upkeep (categories, services, attributes, hours, photos, Q&A) and about 3 posts a week, on a near-daily cadence at Agency's discretion; an occasional gap is not a breach.

5.2 **Local search.** Citation monitoring, a map-grid baseline and a quarterly snapshot, and rank tracking.

5.3 **Reviews.** Neutral, unfiltered review invitations to eligible customers, monitoring, and replies posted for Client: Agency posts replies to 4- and 5-star reviews, and a person at Agency checks

every reply to a 1-, 2- or 3-star review before it is posted. Client may ask for a reply to be changed or removed through the Channel of Record. Agency never gates reviews, suppresses negative feedback, offers incentives for reviews, makes service depend on a positive review or discourages an honest review.

5.4 **Client's content.** Client is responsible for the truth and authorization of reviews, testimonials, photos, before-and-after examples and customer names it supplies or approves, and for compliance with the FTC endorsement and fake-review rules and platform terms. Client will not ask for fake reviews, undisclosed paid endorsements, review gating or misleading testimonials. Agency may refuse, revise or remove content it believes creates legal, platform or reputation risk, and doing so is not a breach.

5.5 **Ownership.** The profile, reviews and business facts are Client's. Platform moderation, reach and removals are not guaranteed.

Schedule 6 — Social and Video

Social is included in Growth; standalone **$395 a month**. **Social Growth** is included in Elite; standalone **$895 a month**. Each is delivered once per brand, not per location.

6.1 **Social.** 3 posts a week on Facebook, Instagram and Google Business Profile, from Client's real job photos, in Client's brand voice.

6.2 **Social Growth.** 5 posts a week including Reels and Stories on Facebook, Instagram, TikTok, LinkedIn and YouTube Shorts, plus a monthly short-video edit from footage Client shoots.

6.3 **Client supplies** the photos and footage. Paid boosts, original shoots, creators, stock, premium tools and unsupported platforms are extra.

6.4 **Publishing.** Agency publishes through its social publishing platform. Reach, engagement and platform moderation are not guaranteed. Schedule 5.4 applies to content Client supplies.

6.5 **Ownership.** Client's profiles and footage are Client's; Agency's copy, designs and edits are Agency Work Product licensed under MSA Section 8.3.

Schedule 7 — Cold Outreach

Included in Growth (up to 250 emails a day, 1 program, 2 segments) and Elite (up to 500 a day, 2 programs, 4 segments). Standalone: **$895 a month plus $495 setup** (up to 250 a day). **Volume blocks: $150 a month per added 250 a day.**

7.1 **The service.** Agency researches and verifies Client's buyers, writes and runs the sequences, and sends from Agency's own sending infrastructure on its shared client pool.

7.2 **Volume.** Daily volume is set by Agency to what Client's verified market supports, up to the plan's limit. Agency may raise it only after its deliverability checks pass. A volume block adds up to 250 a day and is available only while Client's verified market supports the extra volume; there is no fixed ceiling beyond that.

7.3 **Sending costs.** Under the base service Client pays its domains, its share of the sending servers and contact data at Agency's cost, billed monthly. A volume block's $150 includes the domains, sending share and data for that block.

7.4 **Replies.** Replies go to Client's own Revenue Commander account. Answering them is Client's job; Agency may set up AI-drafted responses there, with usage billed. Agency does not run a reply desk for Client.

7.5 **Route changes.** If Agency's deliverability checks fail, or a mailbox provider objects, Agency may move Client's sending to hosted mailboxes, which Client pays for at cost.

7.6 **Deliverability risk.** Inbox placement, spam filtering, blocklisting, complaint rates, reputation, replies, meetings and revenue are not guaranteed. Agency may throttle, pause, rotate or stop sending to protect deliverability or compliance. Agency is not liable for harm to domains or reputation, even where it set up and ran the sending.

7.7 **Data and claims.** Third-party contact data may be inaccurate or out of date. Client approves the audience, offers, claims and service areas, and is responsible for their truth and legality and for compliance with CAN-SPAM, CASL and industry rules.

7.8 **On exit.** Sending stops on the last day of service. Unsubscribe handling keeps working, and replies keep reaching Client, for 30 days after the last send. Domains registered for and paid by Client are transferred to Client on a paid-up exit; the sending servers and pool stay Agency's.

Schedule 8 — Direct Mail

Included in Elite (1 program). **Growth add-on:** $495 a month per program. Not available below Growth. Print and postage are charged at the per-piece price quoted for each drop, which Client approves before ordering.

8.1 **The service.** Campaign design, list building, drop scheduling and a tracking number on every piece, fulfilled through Agency's white-label direct-mail partner.

8.2 **Client approves each drop** before anything is ordered. Agency sends the proof, list, quantity and price. A drop not approved isn't sent and isn't charged.

8.3 **Print and postage** for an approved drop are billed at the per-piece price Client approved for that drop, when ordered. Unused program months do not roll over.

8.4 **Ownership.** Client's list and business information are Client's; designs and copy are Agency Work Product. Response rates are not guaranteed, and postal or printer delays are outside Agency's control.

Schedule 9 — Client Responsibilities and Access

Applies to every plan.

9.1 **One representative.** Client names one authorized representative who can approve work, give information and bind Client, and keeps the contact current. Client is bound by that person's approvals, instructions and silence, and by anyone Client reasonably appears to have authorized.

9.2 **Channel of Record.** All inputs, approvals, objections, requests and notices go through the Channel of Record from or confirmed by the representative. Agency may decline to act on anything sent another way. Client monitors the channel, including spam folders; a message Agency sends there is received under MSA Section 20.1.

9.3 **Onboarding Inputs.** Client provides every input Agency asks for by its Access Deadline (five business days unless Agency's request says otherwise), at the permission level Agency designates, and joins any guided access session Agency reasonably asks for. Typical inputs: ad, analytics, Search Console, profile, domain, DNS and website access; business facts, services, service area, licenses, insurance, offers and prices; brand materials, photos and footage; verification documents; billing methods and ad funding; and A2P registration details where texting is used.

9.4 **Access complete.** Access is complete when Agency records that every input for a service is in and usable. Checks that providers run (A2P approval, ad-platform verifications and reviews) are never part of it; Client's own steps for them are inputs (Guarantee Terms, Part 1.6). Go-live times and guarantees run from that record (Guarantee Terms, Part 1).

9.5 **Responses.** Client answers a decision, selection or confirmation request within two (2) business days, or the longer time Agency gives. Approvals of Deliverables follow MSA Section 6.

9.6 **Running the business.** Client answers leads and calls, books, quotes, follows up, sells and does the work. Lead response is Client's.

9.7 **Truth and law.** Client's claims, offers, prices, guarantees, licenses and content are true, substantiated and lawful. Client complies with the law and platform rules for its business, advertising, customer data, licensing, call recording, calling, texting, email, reviews and promotions, and with the Policies.

9.8 **Sensitive data.** Client does not send regulated or sensitive data unless the workflow is approved in writing.

9.9 **Changes.** Client tells Agency in advance through the Channel of Record before changing access, accounts, numbers, DNS, tracking or settings Agency set up (MSA Section 5.5).

9.10 **Consequences.** Missed inputs, late responses and unannounced changes are Client delays: billing continues, timelines extend, affected guarantees are void, and prolonged or repeated misses are a material breach (MSA Sections 5.2 to 5.4).

Schedule 10 — Dormant Account Conversion

Applies to every plan.

10.1 **When it applies.** Only after Agency sends a written request through the Channel of Record for an input, approval, access, content, payment-setup item or decision it reasonably needs to perform. Routine updates and optional items don't count.

10.2 **The sequence.** Client may be converted only if: (a) Client has neither supplied the item nor responded with a reasonable plan for 30 consecutive days after the request; (b) Agency has made at least three documented contact attempts in those 30 days; and (c) Agency then sends the final notice in Section 10.6, giving at least 7 more days to respond or cure.

10.3 **Conversion.** If Client doesn't respond or cure by the deadline, Agency may, without another signature, move the account to the Revenue Commander plan at **$97 a month**. The $97 replaces, and does not add to, the monthly plan fee and every menu-service fee, from the next billing date. No setup is charged. Agency keeps providing Revenue Commander and keeps hosting the managed website as it stands; all other work, timelines and guarantees are suspended. Platform Usage Fees and Client-Paid Inputs continue separately. The Agreement otherwise stays in force.

10.4 **Coming back.** Full service does not restart by itself. Client must supply the missing items, return to Good Standing and accept a current plan at Agency's then-current prices.

10.5 **Waived setup.** Conversion alone never makes a waived setup fee due, and $97 months don't count toward forgiveness. If the waiver isn't yet forgiven, the exact waived amount becomes due once, with no interest or extra fee, only if Client ends the Agreement before reactivating, or doesn't reactivate by the end of the 90th consecutive day after the conversion date. A Foundations money-back exit or guarantee-failure exit extinguishes it.

10.6 **Final notice form.** The final notice must contain the substance of this text, with the dates filled in:

> **FINAL DORMANT ACCOUNT CONVERSION NOTICE**
>
> We haven't received the response, input, approval or access described below. Unless you respond or fix it by **[date at least 7 days after this notice]**, we may move your account on **[conversion date]** to the Revenue Commander plan at **$97 a month**, in place of your plan and menu fees. Other work and our guarantees are paused while the account is dormant; we keep hosting your current website, and usage fees continue separately.
>
> Conversion alone doesn't make your waived setup fee due. If your setup fee was waived and isn't yet forgiven, you can reactivate by sending what we need and accepting a current plan by **[conversion date + 90 days, end of day]**. If you end the agreement before reactivating, or don't reactivate by then, the waived setup fee of

[amount] becomes due, with no interest or extra fees. $97 months don't count toward forgiveness.