

## STARTER TIER

## EXCLUSIVE PARTNERSHIP PROPOSAL

## 10–15 EXCLUSIVE ROOFING LEADS. PLANNING RANGE EACH MONTH.

Facebook / Meta ads placed and managed for you, plus Slack follow-up on performance—not a full CRM build. Homeowners in your territory, requesting inspections. No shared leads in our network. Performance guarantee on qualified leads.

# \$1,500

per month

Core delivery as listed. Cancel per agreement terms.

### WHAT YOU GET

- **Typically 10–15 exclusive leads/month** (market-dependent)—homeowners in your agreed ZIPs or radius; never shared with competitors in our network.
- **Meta ad placement & campaign management** — we build, run, and optimize your Meta ads weekly.
- **Meta Lead Form setup** — fast launch; leads flow to your notifications / sheet as agreed.
- **Slack follow-up** — performance notes, lead-quality checkpoints, quick questions between weekly summaries.
- **Weekly lead delivery summary** — volume, source, and notes in one place.
- **Monthly performance report** — spend, CPL trend, and next-month tests.
- **Exclusive territory lock** — one contractor per city at this tier when available.

### YOUR ROI CALCULATOR

Metric	Value
Leads per month (mid-range model)	12
Your close rate	25%
Jobs closed	3
Avg job value	\$11,000
Monthly revenue from leads	\$33,000
Your investment	\$1,500/mo

Net ROI multiple (revenue ÷ fee)	<b>~22x return</b>
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\* Illustrative only. Volume varies by market and season. Many contractors see higher close rates.

### HOW IT WORKS

<p><b>01 We build</b></p> <p>Lead forms + ad creative + targeting plan live in ~7 days.</p>	<p><b>02 We launch</b></p> <p>Targeted Meta ads to homeowners in your territory.</p>	<p><b>03 You receive</b></p> <p>Exclusive leads in real time —call within minutes.</p>	<p><b>04 You close</b></p> <p>Your speed-to-lead drives contact rate and closes.</p>
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**PERFORMANCE GUARANTEE**

If we don't deliver **10+ QUALIFIED LEADS** in your first 30 days — month 2 is **50% OFF**. No questions asked.  
*Qualified lead* = homeowner, in your service area, requested a free roof inspection (definition signed on day 1).

#### BEST FIT IF

- You can handle a steady flow of new inspections as you scale
- You want exclusive leads—not shared with several competitors
- You're testing Meta before a larger retainer (Growth)
- You call new leads within 5–10 minutes

#### NOT THE RIGHT FIT IF

- You can only take 1–2 jobs/month right now
- You can't respond to leads same day
- You need custom landing + full CRM (see Growth tier)

[Your Name] · [your@email.com] · [Phone Number]  
 [YourAgencyName.com] · Book a 15-min call today

Results vary. ROI is illustrative. One contractor per territory—availability limited. Custom landing and GHl setup available on Growth tier.