

# Terms of Service

Welcome to SO Good. By enrolling in our systems, you agree to the following terms and conditions:

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## 1. System Overview

SO Good provides local businesses with increased visibility through proprietary optimization systems. Two systems are available:

- **Google Maps Growth System** (Essential Maps, Growth Pro, Enterprise Elite)
- **AI Mode Visibility System** (Boost, Max, Max with Human VO)

Each plan includes specific deliverables such as Q&A entries, images, posts, automated review replies, reporting cadence, YouTube content, FAQs, and blogs. A detailed breakdown of plan deliverables is provided at the time of enrollment.

All clients receive exclusive service in their industry (“trade”) within the applicable GeoLock radius, as defined in Section 4.

## 2. Growth Guarantee

For **Growth Pro** and **Enterprise Elite** clients on a 12-month agreement, SO Good offers a Growth Guarantee, provided the following condition is met:

- The client must secure a minimum of 15 new Google reviews per month throughout the initial six-month period.

If this requirement is met, SO Good guarantees one of the following outcomes for at least one keyword per modality within six months:

- **Average Total Grid Rank (ATGR)** decreases by 50%, or
- **Share of Local Voice (SoLV)** doubles or reaches 30%, whichever comes first.

If this guarantee is not met, service will be provided at no cost until the guarantee is achieved or for up to six additional months, whichever comes first.

**Exclusions:** This guarantee does not apply to the Essential Maps plan or to “Lockout Customers” as defined in Section 3.

## 3. Lockout Customers

Clients whose existing Google Maps rankings are already dominant and who enroll with SO Good solely to block competitors are considered **Lockout Customers**. Lockout Customers are not eligible for the Growth Guarantee.

#### 4. GeoLock Radius & Exclusivity

Each Google Maps Growth System tier includes an exclusive GeoLock radius per trade:

- Essential Maps: No GeoLock exclusivity
- Growth Pro: 7-mile GeoLock
- Enterprise Elite: 15-mile GeoLock

Clients receive exclusive system coverage in their trade based on the plan's GeoLock. If a competitor in the same trade is already enrolled in the specified radius, SO Good may deny service to preserve exclusivity.

No exclusivity applies to AI Mode Visibility System deliverables (websites, YouTube, or blogs).

#### 5. System Agreements & Billing

- **Essential Maps:** Month-to-month; may be canceled with 30 days' written notice.
- **Growth Pro & Enterprise Elite:** 12-month agreements; auto-renew unless canceled with 30 days' written notice prior to renewal.
- **AI Mode Visibility System:** Always month-to-month; may be canceled with 30 days' written notice.

##### Setup Fees:

- Google Maps Growth System: \$1,000 per GBP created/optimized (non-refundable)
- AI Mode Visibility System: \$500 per Business Unit (non-refundable)

##### First Invoice:

The client's first invoice will include the applicable setup fee **plus a prorated charge for the first month of system access**, calculated from the date of service activation (defined as the date of the Kickoff Session).

##### Ongoing Billing:

Billing is issued on the **first of each month** thereafter and continues until the agreement is terminated in accordance with these Terms.

#### 6. Multi-Account Discounts

Clients managing multiple Google Business Profiles (GBPs) or AI Mode accounts receive discounted pricing on additional accounts as follows:

## Google Maps Growth System:

- Essential Maps: \$497/month (no discount)
- Growth Pro: \$997/month; \$100 discount for each additional account
- Enterprise Elite: \$1,997/month; \$300 discount for each additional account

## AI Mode Visibility System:

- Boost: \$997/month add-on or \$1,297 standalone (no discount)
- Max: \$1,297/month add-on or \$1,597 standalone; \$100 discount for each additional account
- Max w/ Human VO: \$1,397/month add-on or \$1,697 standalone (no discount)

Each additional account includes the same deliverables as the primary account.

## 7. Google Review Replies

SO Good provides automatic, customized replies to Google reviews based on the client's plan:

- **Essential Maps:** Basic replies to 4- and 5-star reviews within 24 hours, with minimal customization.
- **Growth Pro:** Customized, keyword-optimized replies to 4- and 5-star reviews within 2 hours. Reviews of 3 stars or below generate an email alert for client response.
- **Enterprise Elite:** Customized, keyword-optimized replies to all reviews within 2 hours. Reviews of 3 stars or below generate an email alert for client response.

## 8. Support Levels

Support expectations are based on the enrolled system:

- **Essential Maps:** Email support, 2–3 business days
- **Growth Pro:** Priority email support, within 24 business hours
- **Enterprise Elite:** Priority email and phone support, within 24 business hours
- **AI Mode Visibility System (all tiers):** Email support only; response time matches the paired Maps tier if applicable, or 2–3 business days if standalone.

Response timeframes are estimates and are not legally binding service level agreements.

## 9. Ownership of Work

All deliverables, including optimizations, posts, images, review replies, videos, blogs, and FAQs created during the service term, are owned by the client. Upon cancellation, clients retain full rights to all deliverables provided up to that point.

## 10. Confidentiality & Proprietary Systems

Clients agree not to disclose, reverse-engineer, or share any proprietary systems or methods used by SO Good.

**Proprietary Management Clause:**

SO Good will exclusively manage your Google Business Profile (GBP) during the Maps Growth System term. Engaging another marketing firm to manage or modify your GBP during this period is a breach of contract and may result in termination. This exclusivity does not extend to websites, YouTube channels, or blogs.

## **11. Suspension of Accounts**

SO Good is not responsible for GBP suspensions, YouTube strikes, website penalties, or other platform restrictions imposed by Google or third parties.

- SO Good will provide assistance with reinstatement efforts, but ultimate responsibility rests with the client.
- Charges will not be paused, refunded, or suspended during any account or profile suspension.
- If reinstatement is unsuccessful and a platform permanently suspends the account, SO Good bears no liability.

## **12. Modifications to Terms and Fees**

SO Good reserves the right to update these terms and adjust fees at any time following the initial agreement. Clients will receive advance notice of fee changes.

## **13. No Refund Policy**

All payments are non-refundable, including setup fees. Once system activation begins, no refunds will be issued.

## **14. Company Sale**

If the client's company is sold during the service term, SO Good reserves the right to terminate service at its discretion.

## **15. Governing Law & Arbitration**

This agreement is governed by the laws of the State of Texas. All disputes shall be resolved through arbitration in Texas, at the client's expense, regardless of outcome.

## **16. Limitation of Liability**

SO Good's total liability is limited to the amount paid by the client for the system, excluding arbitration costs. SO Good shall not be held liable for indirect or consequential damages.

## **17. Service Notifications**

SO Good may send notifications regarding new systems, features, or recommendations that may benefit the client's business. Clients may opt out of such notifications at any time.