

TERMS OF SERVICE

Last Updated: 06/05/2026

By enrolling in or using any services provided by SO GOOD (“SO GOOD,” “we,” “us,” or “our”), the client (“Client,” “you,” or “your”) agrees to be bound by these Terms of Service (“Terms”). These Terms govern all services provided by SO GOOD unless otherwise agreed to in writing.

1. DEFINITIONS

“Services” means all marketing, optimization, advisory, content, remediation, and related services provided by SO GOOD.

“GBP” means Google Business Profile.

“Client-Selected Plan” means the plan, tier, add-ons, and deliverables selected by Client at enrollment, proposal, order form, or checkout.

“Platforms” means Google, Reddit, YouTube, social media platforms, websites, and any third-party systems not owned or controlled by SO GOOD.

“EMV” or “Estimated Marketing Value” means SO GOOD’s directional estimate of marketing value created during the Client’s engagement, calculated using SO GOOD’s standard Estimated Marketing Value methodology. EMV is not revenue, profit, cash collected, booked jobs, closed sales, or a guarantee of business results.

“EMV Guarantee” means the limited package-specific Estimated Marketing Value guarantee expressly included in Client’s selected plan, if any.

“Guarantee Multiple” means the EMV multiple associated with Client’s selected plan at enrollment:

- Practice Squad: no EMV Guarantee
- Second String: 2X EMV Guarantee
- Game Starter: 4X EMV Guarantee
- Hall of Famer: 5X EMV Guarantee

“Guarantee Period” means the first six full consecutive months of paid Services beginning on the Client’s service start date, unless otherwise agreed in writing.

“Eligible Fees” means the monthly management fees actually paid by Client to SO GOOD during the Guarantee Period. Eligible Fees do not include setup fees, one-time fees, late fees,

remediation fees, third-party costs, pass-through expenses, taxes, or any other charges unless expressly stated in writing.

“Continuation Services” means the continued provision of the Client’s original active monthly service scope at no additional monthly management fee, subject to the limitations in these Terms.

“Published Month” means a month for which SO GOOD has finalized and published reporting data for the Client.

2. SCOPE OF SERVICES

SO GOOD provides marketing and visibility services designed to support increased online presence. All Services are operational and provided on a **best-effort basis**.

2.1 Core GBP Optimization Services

Based on the Client-Selected Plan, Services may include:

- GBP description updates
- Product and service optimizations
- Image uploads
- GBP posts
- Automated or assisted review responses
- Reporting and insights

Deliverables are provided as **ranges and estimates**, not fixed quantities or guarantees.

2.2 Monthly Add-On Services

Monthly add-ons may include, but are not limited to:

- GBP Reinstatement Program
- Reddit Management
- Additional optimization services
- Additional review response speed tiers
- AI or social content services

Add-ons follow the same billing and cancellation terms unless otherwise stated.

2.3 One-Time Services

One-time services may include:

- Unsuspend GBP

- Setup or remediation services

Once work begins, one-time services are non-cancellable except as expressly stated in Section 7.

3. NO GUARANTEES OR ASSURANCES EXCEPT EXPRESS EMV GUARANTEE

Except for the limited EMV Guarantee expressly stated in Section 4, if applicable to Client's selected plan, SO GOOD makes no guarantees regarding:

- Rankings or placement
- Google AI Overview or AI Mode inclusion
- Search visibility
- Traffic, leads, calls, bookings, conversions, customers, revenue, or profit
- Platform approval, visibility, indexing, citation, or distribution
- Reinstatement of suspended profiles
- Performance of Google, Reddit, YouTube, SEMrush, Google Business Profile, social media platforms, websites, or other third-party systems

All Services are operational and provided on a best-effort basis. Client understands that marketing performance depends on many factors outside SO GOOD's control, including platform algorithms, market conditions, competition, Client cooperation, customer behavior, third-party data availability, and actions taken by Client, Client's employees, vendors, or other third parties.

The EMV Guarantee, where applicable, is not a guarantee of revenue, leads, sales, profit, rankings, traffic, placement, or any specific business outcome. It is only a limited Estimated Marketing Value guarantee, calculated under SO GOOD's standard methodology and subject to the terms below.

4. LIMITED PACKAGE-SPECIFIC EMV GUARANTEE

4.1 Applicability

The EMV Guarantee applies only if the Client's selected plan expressly includes an EMV Guarantee at the time of enrollment. The applicable Guarantee Multiple is based on the Client-Selected Plan:

- Practice Squad: no EMV Guarantee
- Second String: 2X EMV Guarantee
- Game Starter: 4X EMV Guarantee
- Hall of Famer: 5X EMV Guarantee

If Client's plan does not expressly include an EMV Guarantee, no EMV Guarantee applies.

4.2 Measurement Period

The EMV Guarantee is reviewed only after Client completes six full consecutive months of paid Services. Client must remain active, current on payment, and fully enrolled for the entire Guarantee Period to qualify.

The EMV Guarantee is measured from Client's service start date forward. Historical data, baseline data, prior marketing activity, or pre-engagement results may be used for context, but are not credited toward SO GOOD's EMV calculation unless expressly stated in writing.

4.3 How EMV Is Calculated

SO GOOD calculates EMV using its standard Estimated Marketing Value methodology, as updated from time to time. EMV generally consists of:

1. Search Visibility Value, based on estimated organic search visibility value or traffic cost associated with qualifying visibility generated during the engagement; and
2. Google Business Profile Engagement Value, based on reported Google Business Profile customer actions, applicable action weights, and applicable lead value assumptions.

SO GOOD may use third-party tools, platform reports, Google Business Profile data, SEMrush data, internal benchmarks, industry benchmarks, and other available sources to calculate EMV. Client acknowledges that EMV is an estimate and that third-party tools and platforms may change, restrict, delay, remove, or revise data at any time.

SO GOOD has final authority to calculate EMV in good faith using its standard methodology, consistently applied.

4.4 Guarantee Threshold

The Guarantee Threshold equals the Client's Eligible Fees paid during the Guarantee Period multiplied by the applicable Guarantee Multiple.

Example: If Client pays \$3,697 per month for six full months under a 5X EMV Guarantee, the Guarantee Threshold is $\$3,697 \times 6 \times 5$.

Setup fees, one-time fees, remediation fees, late fees, taxes, and non-management fees are excluded from the Guarantee Threshold unless expressly agreed in writing.

4.5 Sole Remedy if Guarantee Threshold Is Not Met

If, after six full consecutive months, SO GOOD determines that Client's EMV has not reached the applicable Guarantee Threshold, Client's sole and exclusive remedy is Continuation Services at no additional monthly management fee until the earlier of:

1. Client reaches the applicable Guarantee Threshold; or
2. Three additional months of Continuation Services have been provided.

The EMV Guarantee does not entitle Client to a refund, credit, damages, chargeback, reimbursement, cancellation waiver, or any other financial remedy.

4.6 Scope During Continuation Services

During any Continuation Services period, SO GOOD will continue providing the Client's original active monthly service scope in good faith. SO GOOD is not required to provide new services, expanded services, additional add-ons, one-time services, custom work, or services outside the Client's original active plan unless agreed in writing.

Only the monthly management fee is waived during Continuation Services. Any fees not included in the monthly management fee remain payable if applicable.

4.7 Conditions That Void the EMV Guarantee

The EMV Guarantee is void if any of the following occur:

- Client cancels, pauses, downgrades, or materially changes Services before completing the Guarantee Period
- Client fails to pay invoices when due
- Client fails to provide or maintain required access, approvals, information, logins, permissions, or cooperation
- Client delays, rejects, removes, or refuses recommended content, optimizations, posts, videos, FAQs, GBP updates, or other campaign assets
- Client, Client's employees, vendors, contractors, or other third parties make changes that interfere with the Services or campaign performance
- Client violates platform rules, laws, advertising policies, Google Business Profile guidelines, Reddit rules, YouTube policies, or other third-party platform requirements
- Client changes its business name, domain, phone number, address, service area, Google Business Profile, website, primary offer, ownership, or operating model in a way that materially affects tracking or performance
- Client's business closes, stops serving the relevant market, materially reduces operations, or becomes unable to receive customers
- Client directs SO GOOD not to perform material parts of the strategy
- Platform data, reporting access, or third-party tracking becomes unavailable due to Client action or inaction
- Client engages in fraud, abuse, chargebacks, reputational misconduct, or any material breach of these Terms

4.8 Data Limitations

Client acknowledges that SO GOOD relies on third-party platforms and tools to calculate EMV. These platforms and tools may be incomplete, delayed, inaccurate, restricted, modified, or unavailable.

SO GOOD is not liable for missing, inaccurate, delayed, unavailable, or changed data from Google, Google Business Profile, SEMrush, Reddit, YouTube, websites, analytics tools, or other third-party systems. If data becomes unavailable, SO GOOD will use reasonable best efforts to secure, estimate, reconstruct, or evaluate the numbers using available information, but SO GOOD is not responsible for platform limitations or data loss outside its control.

4.9 No Revenue Guarantee

The EMV Guarantee is not a promise that Client will receive any specific amount of revenue, customers, calls, leads, bookings, sales, profit, rankings, traffic, or business growth. EMV is a directional estimate of marketing value, not actual revenue or cash received by Client.

4.10 Exclusive Remedy

The Continuation Services described in this Section are Client's sole and exclusive remedy for failure to reach the applicable Guarantee Threshold. Client waives any right to claim refunds, damages, lost profits, consequential damages, or other remedies based on the EMV Guarantee.

5. CLIENT RESPONSIBILITIES

Client agrees to:

- Provide accurate and complete information
- Maintain necessary access
- Comply with platform rules
- Understand that actions by Client, employees, vendors, or third parties may impact results

SO GOOD is not responsible for changes made by third parties.

6. PLATFORM CONTROL & THIRD-PARTY RISK

Client acknowledges that Platforms:

- Control visibility, enforcement, and suspensions
- May remove content or restrict accounts

- May change policies without notice

SO GOOD bears no liability for platform decisions.

7. GBP REINSTATEMENT PROGRAM

7.1 Nature of Program

The **GBP Reinstatement Program** is a risk-mitigation and response service. It is **not insurance**, does not indemnify losses, and does not guarantee reinstatement.

7.2 Per-Incident Remediation Fee

Each suspension event requires a **\$150 per-incident remediation fee**.

7.3 Recommendation Disclosure

The GBP Reinstatement Program is **strongly recommended** when multiple users or vendors access a GBP, as multi-user activity significantly increases suspension risk.

8. UNSUSPEND GBP SERVICE

8.1 Scope

Unsuspend GBP is a one-time service providing assistance with reinstatement efforts only.

8.2 Timeline

Client acknowledges reinstatement efforts may take **60 to 90 days or longer**.

8.3 Refund Eligibility

- **No prior appeal submitted:** If reinstatement is unsuccessful, Client is eligible for a **100 percent refund**.
- **Prior appeal submitted:** If reinstatement is unsuccessful, Client is eligible for a **50 percent refund**.

No other refunds apply.

9. REDDIT MANAGEMENT

9.1 Scope

Reddit Management consists of posting responses and content using SO GOOD's proprietary methodology.

9.2 Platform Risk

Client acknowledges:

- Posts may be removed
- Accounts may be restricted or banned
- Subreddits may reject content
- No visibility, traffic, or engagement is guaranteed

9.3 Account Ownership and Deletion

Reddit accounts used for this service are created, owned, and controlled by SO GOOD. Upon cancellation:

- SO GOOD may delete the Reddit account and associated content
- Client receives no ownership or transfer rights
- Deletion is permanent and may be required to comply with platform rules and proprietary methodologies

10. REPORTING MEETINGS

Each account includes one scheduled monthly reporting meeting with a Customer Success Coordinator.

- Client is responsible for attending
- SO GOOD will use best efforts to reschedule missed meetings
- If rescheduling is not possible, SO GOOD may provide a recorded video or report summary

11. FEES, BILLING, AND PAYMENT

11.1 Billing

- Automatic payment is processed on the **1st of each month**
- All plans are month-to-month
- **45 days' written notice** is required for cancellation

11.2 Late Payments

- If unpaid after 10 days, Services may be suspended

- A late fee of up to **10 percent** may be applied to cover administrative and collection costs
- If unpaid after 15 days, Services may be terminated

No prorating applies during cancellation periods.

12. NO REFUNDS

All fees are non-refundable except as expressly stated in Section 7 regarding the Unsuspend GBP Service.

The EMV Guarantee, if applicable, does not create any refund right. The sole remedy under the EMV Guarantee is limited Continuation Services as described in Section 4.

No refunds, prorated refunds, credits, chargebacks, reimbursements, or offsets apply to monthly Services, setup fees, add-ons, one-time services, cancellation periods, or completed work unless expressly stated in writing.

13. OWNERSHIP & USE RIGHTS

Except as expressly stated herein, Client owns deliverables created specifically for the Client during the active service period.

Exclusions: Deliverables do **not** include platform accounts, profiles, usernames, login credentials, or content created within third-party platforms where SO GOOD controls the account or where platform policies restrict ownership or transfer, including but not limited to Reddit accounts and content described in Section 8.

SO GOOD retains ownership of proprietary systems, processes, and methodologies.

SO GOOD may:

- Reference Client as a customer
- Use anonymized performance data
- Use redacted screenshots for marketing or educational purposes

SO GOOD will not disclose confidential financial or proprietary business data.

14. CONFIDENTIALITY & PROPRIETARY METHODS

Client agrees not to disclose, reverse engineer, or misuse SO GOOD's proprietary systems or methodologies.

15. LIMITATION OF LIABILITY

To the fullest extent permitted by law, SO GOOD's total liability for any claim arising out of or related to the Services, these Terms, any Client-Selected Plan, or the EMV Guarantee is limited to the amount paid by Client to SO GOOD for the Services giving rise to the claim.

SO GOOD is not liable for indirect, incidental, special, consequential, exemplary, punitive, or lost-profit damages, including lost revenue, lost leads, lost customers, lost business opportunity, reputational harm, platform suspension, reduced visibility, ranking loss, traffic loss, or data loss.

For any claim arising from or related to the EMV Guarantee, Client's sole and exclusive remedy is the Continuation Services described in Section 4. SO GOOD shall have no obligation to provide refunds, damages, credits, reimbursements, or any remedy other than the limited Continuation Services expressly stated in these Terms.

16. INDEMNIFICATION

Client agrees to indemnify and hold harmless SO GOOD from claims arising from Client's business, content, or platform violations.

17. TERMINATION FOR CAUSE

SO GOOD may terminate Services immediately for nonpayment, fraud, abuse, or material breach.

18. GOVERNING LAW & ARBITRATION

These Terms are governed by the laws of the State of Texas. All disputes shall be resolved by binding arbitration in Texas **at the Client's expense**, regardless of outcome.

19. MODIFICATIONS

SO GOOD may update these Terms with notice. Continued use constitutes acceptance.

20. ENTIRE AGREEMENT

These Terms constitute the entire agreement between the parties.