

11 Monthly Installments **\$7,800** **\$6,210** **\$3,100** **\$1,497**

Down Payment \$9,000 \$7,000 \$5,000 \$3,000

| FEATURES | MARKET DOMINANCE | MARKET LEADER | OPTIMIZED | ESSENTIALS |
|--|-----------------------|-----------------------|----------------------|--------------------|
| HVACBizPro Unlimited Users | ● | ● | ● | ● |
| TeleProLive | ● | ● | ● | ● |
| SpectrumAC Financing Integration | ● | ● | ● | ● |
| Google PPC Search Ads | ● | ● | ● | ● |
| Google Map Ads | ● | ● | ● | ● |
| Google Local Ads | ● | ● | ● | ● |
| SEO (incl. Google My Business) | 5 cities/100 keywords | 5 cities/100 keywords | 3 cities/60 keywords | 1 city/20 keywords |
| Website Hosting (incl. security checks, SSL & set-up) | ● | ● | ● | ● |
| Online Local Business Directories (Up to 100) | ● | ● | ● | ● |
| Call Tracking Number (Local or Toll-Free) | ● | ● | ● | ● |
| Automated Reports (Daily, Weekly, Monthly) | ● | ● | ● | ● |
| Online Chat | ● | ● | ● | ● |
| Dedicated Account Manager | ● | ● | ● | ● |
| Backup for Dealer Market Funds | ● | ● | ● | ● |
| Google & Website Analytics | ● | ● | ● | ● |
| Explainer Video | 3 videos | 3 videos | 2 videos | 1 video |
| Social Media (incl. FB, TW, YT & GMB, 8 organic posts/mo.) | \$300 ad spend budget | \$150 ad spend budget | ● | ● |
| Call Listening & Reporting | ● | ● | ● | ● |
| Website Retargeting Widget | ● | ● | ● | ● |
| Geo-fencing Campaign | ● | ● | ● | ● |

● Included ● Not Included