

SERVICE AGREEMENT

Canova Systems — Speed to Lead Program

This agreement is between **Canova Systems LLC** ("Canova"), St. Louis, Missouri, and _____ ("Client"), located at _____, effective _____ (the "Effective Date").

1. What Canova Does

Canova builds and runs a lead capture and booking system for Client's business:

a. Advertising. Canova plans, builds, and manages paid advertising campaigns for Client (including Meta/Facebook), including ad creative, targeting, and ongoing optimization.

b. Lead answering and booking. Canova's systems respond to new leads and inbound calls to Client's tracked business line 24/7, qualify them, and book estimate appointments directly on Client's calendar. Calls handled by the system are recorded and summarized to Client.

c. Database reactivation. Canova contacts Client's existing past customers and open quotes (from lists Client provides) to generate booked estimates from leads Client already owns.

d. Review and visibility work. Canova sets up automated review requests and responses, and performs a one-time repair of Client's Google Business Profile, presence in AI search results, and the conversion basics on Client's existing website.

The system goes live within **7 days** of the Effective Date, subject to Section 6. Ongoing services (new website builds, SEO retainers, ongoing profile management) are **not** included and are quoted separately if Client wants them.

2. Term

The initial term is **90 days** from the Effective Date. After the initial term, this agreement **continues month-to-month at the same monthly rate** until either party cancels with **30 days written notice**. Client's rate at signing never increases while Client remains continuously enrolled.

3. Fees and Payment

Client's rate is **\$1,500 per month** (Missouri / Illinois rate).

Payment structure (the option selected below applies — strike the others):

- ☐ **Full payment:** \$4,500 for the full 90-day initial term, due at signing.
- ☐ **Two payments:** \$2,250 due at signing; \$2,250 due on day 45.
- ☐ **Monthly:** \$1,500 due at signing; \$1,500 automatically charged on day 30 and day 60 to the payment card Client places on file at signing. A card on file with automatic billing is required for this option.

Payment before work. No services begin until the signing payment clears. If any scheduled payment fails and is not cured within 5 days of notice, Canova may pause all services (including lead answering and ads management) until payment clears. Days paused do not count toward any guarantee window and do not extend the term.

Deposits. Any deposit Client paid to reserve this engagement is credited against the signing payment.

4. Advertising Spend (Separate From Fees)

Ad spend is Client's own money, paid by Client directly to the advertising platforms (e.g., Meta) from Client's own ad account and payment method. It never passes through Canova. Recommended minimum budget for this engagement: \$_____ **per month** (set at signing). Ad spend is **not refundable by Canova under any circumstance**, including under the guarantee in Section 5 — Canova never received it.

5. The Guarantee

Canova guarantees 10 booked estimates within the first 30 days of the guarantee clock (Section 6).

a. What counts. A "booked estimate" is a qualified lead — name, property, and service need captured — with a confirmed appointment date and time on Client's calendar, who shows up or reschedules. A lead who completely ghosts the appointment with no reschedule does not count toward the 10. The system's calendar, call recordings, and message logs are the record, and Client has access to them.

b. If Canova misses, Client chooses the remedy:

(i) Refund and end: Canova refunds every dollar of Canova fees Client has paid under this agreement, and the agreement ends. Refund is issued to the original payment method within 10 business days of Client's election. (Ad spend is excluded — Section 4.)

(ii) Canova keeps working free: billing stops, Canova continues all services at no additional fee until the 10th booked estimate lands, and normal billing then resumes for the remainder of the term. Fees already collected beyond month one are held as credit against post-catch-up service.

c. Election. Client elects a remedy in writing within 7 days of the day-30 mark. If no election is made, option (ii) applies automatically (Canova keeps working free) — the refund in (i) remains available until Client elects or the 10th estimate books, whichever comes first.

d. What is not guaranteed. Canova books estimates; Client runs them and closes the work. Canova does not and cannot guarantee closed jobs or revenue.

6. Timelines, Clocks, and What Client Must Do

The guarantee clock starts on the Effective Date. Canova's obligations depend on Client doing the following, and **every day of Client-side delay extends the go-live deadline and the 30-day guarantee clock by the same number of days:**

- a. Complete the intake call within 48 hours of signing.
- b. Deliver Client's past-customer and open-quote list within 48 hours of signing.
- c. Provide calendar access, phone-forwarding cooperation, and ad account access as requested during setup.
- d. Fund the ad account per Section 4 by go-live.
- e. Respond to review/approval requests within 24 hours of delivery.

Go-live promise: if the system is not live within 7 days of the Effective Date for reasons on Canova's end, Client's first month is free (credited). Client-side delays under this section extend the 7-day deadline and void the first-month-free credit for the period of the delay.

7. Client's List — Client's Promise

For the reactivation work in Section 1(c), Client confirms the contacts it provides are Client's own past customers and prospects who contacted Client's business, and that Client has the right to have them contacted on its behalf. Canova follows opt-out requests immediately.

8. Who Owns What

Leads, contacts, appointments, reviews, and Client's ad account belong to **Client**, including after this agreement ends — on request at termination, Canova exports Client's contact and booking data. Canova's templates, automations, prompts, and internal systems belong to **Canova**. Each party keeps the other's non-public business information confidential.

9. The Practical Legal Terms

a. Liability cap. Canova's total liability under this agreement is capped at the fees Client actually paid. Neither party is liable for indirect or consequential damages.

b. Relationship. Canova is an independent contractor, not an employee, partner, or agent of Client.

c. Non-exclusivity. Canova may serve other businesses, including in Client's industry and region.

d. Governing law. Missouri law governs. Venue for any dispute is St. Louis County, Missouri. The parties will attempt good-faith resolution before filing anything.

e. Entire agreement. This document is the whole deal; changes must be in writing signed by both parties.

10. Signatures

	Canova Systems LLC	Client
Name	Brandon Boyles	_____
Title	Founder	_____
Signature	_____	_____
Date	_____	_____

Not reviewed by an attorney; provided for business use.