

# Pricing and Payment Policy

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## 1. Introduction

This Pricing and Payment Policy outlines the financial arrangements, fee structures, billing procedures, and payment obligations between LLT Media and its clients. The policy is designed to ensure transparency, consistency, and fairness in all financial transactions and to establish a clear understanding of the financial responsibilities of both parties.

## 2. Fee Structure

LLT Media offers a comprehensive range of services, primarily focused on optimizing Google Ads for residential construction companies. The pricing model is structured as follows:

- **Monthly Retainer Fee**:
  - The monthly retainer fee for LLT Media's services is £900.
- **Performance-Based Incentive**:
  - A 15% commission on the value of new paying clients generated through LLT Media's efforts.

\*Note: The monthly retainer fee is exclusive of ad spend. The performance-based incentive is applicable only after a lead has converted into a paying customer.\*

## 3. Invoicing and Payment Terms

Invoices are issued at the beginning of each month, covering the services provided in the previous month. All invoices will detail the services rendered and the corresponding charges.

- **Payment Due Date**: Payments are due within 30 days from the date of the invoice. Failure to remit payment by the due date will result in the suspension of services until full payment is received.
- **Accepted Payment Methods**: Payments can be made via bank transfer or other methods as agreed upon in the contract.
- **Late Payments**: If payment is not received by the due date, LLT Media reserves the right to

## 4. Service Adjustments and Cancellations

Clients may adjust or cancel services, subject to the following conditions:

- **Service Adjustments**: Any adjustments made on ad spend will NOT result in any change of the retainer or performance based fee.
- **Cancellation**: Clients may cancel services with a 30-day written notice. However, fees for the current month will still apply, and services will be terminated at the end of the billing cycle. If the client opts out of any service within 48 hours of signing the contract, they may do so without penalty; beyond this period, no refunds will be issued.

## 5. Performance-Based Incentives

The performance-based incentive is calculated as 15% of the deal value from new business or clients acquired through LLT Media's campaigns.

- **Calculation**: The performance-based incentive is calculated as 15% of the client's customer deal value.
- **Reporting**: Clients are required to provide proof of invoice sent by customer once either party has agreed on quotation for accurate performance fee. Failure to do so, further actions will be taken until a solution has occurred.
- **Payment**: The performance-based fee is invoiced separately and is due within 30 days of final quotation value.

## 6. Dispute Resolution

In the event of a dispute over fees or payments, the following process will be followed:

- **Initial Discussion**: Any disputes regarding fees or payments should first be addressed through direct communication between the client and LLT Media.
- **Mediation**: If a resolution cannot be reached, both parties agree to engage in mediation with a neutral third party.
- **Legal Action**: Should mediation fail, either party may pursue legal action, with the understanding that the prevailing party will be entitled to recover legal costs.

## 7. Confidentiality and Security

LLT Media will manage and maintain all necessary digital accounts (e.g., Google Ads, Google Analytics) on behalf of the client, ensuring all credentials are securely stored and not shared with third parties.

- **Account Access & Authorization**: LLT Media will manage and maintain all necessary digital accounts (e.g., Google Ads, Google Analytics) on behalf of the client, ensuring all credentials are securely stored and not shared with third parties.

- **Data Security**: Client data, including financial and customer information, will be securely stored and only accessed when necessary for the services outlined in the contract. LLT Media is committed to maintaining the confidentiality of all client information.

## 8. Conclusion

This Pricing and Payment Policy is intended to establish a clear, fair, and transparent financial relationship between LLT Media and its clients. By adhering to this policy, LLT Media commits to delivering value-driven services that align with the financial interests and goals of our clients.

This policy was reviewed and adopted by	LLT MEDIA
REVIEW DATE:	AUGUST 2024
NEXT REVIEW DATE:	AUGUST 2025