STATEMENT OF WORK

everything, at launch pricing

Prepared for Correct Cooling, Tampa Bay area, Florida, by MPath Consulting LLC. October 7, 2026.

1. What MPath delivers

Code	Item	How much	How many	How often	How long
S-01	**AI phone assistant**	200 minutes a month, 1 approved script	1 call flow	Answers day and night	Month to month. Minutes past 200 billed at cost
S-02	**Local business number**	1 new local number in an account in the client's name	1	Rings the owner's phone first; the assistant answers as backup	Month to month
S-03	**Missed-call text back**	1 text to every caller who is not answered	Every missed call	Every call	Month to month
S-04	**Website chat**	1 chat assistant on the client's landing page	1	Day and night	Month to month
S-05	**Photos by text**	Photos and short videos texted to the business number, filed with the request	Every request	Every request	Month to month
S-06	**Follow-up texts**	1 sequence of up to 4 texts over 7 days, stopping on any reply	1 sequence	Every new request	Month to month
S-07	**Landing page**	1 page on the client's own web address, hosted	1	Built once, hosted monthly	Built after the setup payment clears
S-08	**Small changes**	Small adjustments only; new workflows, pages or channels are change orders	2 a month	Monthly, no rollover	Month to month
S-09	**Term**	Month to month, 30 days written notice, no minimum	1 agreement	Renews monthly	No minimum term
S-10	**Facebook, Instagram and Google profiles**	Set up any the client is missing (Facebook Business Page, Instagram professional account, Google Business Profile); review and optimize the ones it has; tag every post and ad link and give each channel its own tracking, so each call and lead traces back to the post or ad that brought it	3 profiles	Set up or reviewed in month 1, kept current monthly	Included in setup
S-11	**Day 80 review**	Around day 80, the proof report and a 30 minute meeting: what is working, what we change, whether we are aligned, and the	1 meeting	Once	Booked at signing

		client's decision to continue from day 91 or not			
S-12	**Hosting, monitoring and fixes**	MPath hosts the client's page, in a hosting account in the client's name, runs the system, watches the phone line, texts, chat and pages, and fixes anything that breaks. Included in the monthly price, with no extra charge for fixes	Everything in section 1	Ongoing	Month to month
A-01	**Social media**	12 posts a month (about 3 a week) on Facebook, Instagram and the Google Business Profile	12 posts a month	Scheduled through the month	Month to month, unused posts do not roll over
A-02	**Direct-message automation**	1 workflow answering inbound Facebook and Instagram messages	1	Every inbound message	Month to month
A-04	**Reputation management**	Review requests by text and email, QR code and review page, owner alert on ratings under 5 stars, monitoring and replies. Every customer can always reach the Google review button.	Every completed job	Ongoing	Month to month
A-05	**Paid media management**	Campaign setup and management on Google and Meta. The client pays the ad platforms directly.	Campaigns as needed inside the budget	Reviewed and adjusted monthly	Month to month. Campaign setup starts after the first monthly payment clears

2. Price

Setup, one time	$1,500
Months 1, 2 and 3: everything in section 1, except builds marked for month 4	$297 a month
First payment, due at signing (setup plus month 1)	$1,797
From day 91 (month 4), the regular price: Calls, texts, chat and follow-up $297, Social media $597, Reputation management $397, Paid media management $497	$1,788 a month
Ads management, part of the $1,788 above: the greater of $497 or 13% of monthly ad spend	$497 at a $2,900 budget
Ad budget, paid by the client directly to Google or Meta, not to MPath. Ads run only while the client funds it	About $2,900 a month

Builds start only after the payment that funds them clears. Usage past an included limit is billed at the platform's published rate. Prices exclude sales tax where it applies.

3. Terms

- Month to month, 30 days notice

- 2 small changes a month
- Usage past 200 minutes billed at cost
- Ad spend not included
- Ad spend is paid by the client directly to the ad platforms and is never billed by MPath.

4. Legal terms

4.1 This agreement. This Statement of Work, once signed by both parties, is the agreement between the client named above ("Client") and MPath Consulting LLC ("MPath") for the services in section 1. If another document conflicts with it, this Statement of Work controls unless both parties sign a written change.

4.2 Payment. The first payment, the setup fee plus the first month's fee, is due at signing. The first month's fee covers the first month after the services go live. After that, the monthly fee is billed in advance each month. If a payment is more than 10 days late, MPath may pause the services until it is paid.

4.3 The first 90 days, then the regular price. For months 1, 2 and 3 the Client gets every service in section 1, except the builds marked for month 4, at the launch price shown in section 2, so the Client can see what the services do. Around day 80 MPath sends a proof report showing missed calls answered and new customers and meets with the Client to review it, confirm the plan still fits, and hear the Client's decision on continuing from day 91; the Client can also see the same numbers on its phone dashboard at any time. From day 91 (month 4) every service in section 1 continues at the full monthly price in section 2, and the builds marked for month 4 are done and billed. During the first 90 days the Client may end this agreement by written notice, email included, at any time up to day 90: the services end on day 90 and the full monthly price is never charged. From day 91 the Client may end this agreement with 30 days written notice.

4.4 Term and cancellation. This agreement runs month to month with no minimum term. Either party may end it with 30 days written notice by email to the address the other party gives when signing. Fees for the notice period are due. The setup fee is not refundable once build work has started.

4.5 Text messages and consent. Client will text and call only people who contacted the business or who agreed to hear from it, and will not send marketing texts to anyone who has not given written consent. Every automated text names the business, and any reply of STOP ends texts to that number. Business texting from the local number needs carrier registration (A2P 10DLC). Client will give MPath accurate business information for that registration. The carriers, not MPath, decide approval, and texting may be limited until they approve it.

4.6 Calls, recording and the AI assistant. The AI assistant may record and transcribe calls. Florida law requires everyone on a call to agree to recording, so the greeting tells callers the call may be recorded and that they are speaking with an automated assistant. The assistant follows the script Client approves. It does not quote prices or promise work unless the script says so. Like any automated system it can make mistakes, so Client reviews each request before acting on it.

4.7 Who owns what. Client owns its business name and brand, its web address, its customer contacts and messages, the words and pictures it provides, and its Google Business Profile, social media accounts and ad accounts. Accounts MPath opens for Client are opened in Client's name, with MPath added as a user. The local business number is assigned to Client's account. MPath owns its own templates, scripts, workflows and tools, and Client may use them while this agreement is active.

4.8 When the agreement ends. The services stop at the end of the notice period. Within 30 days after that, if all fees are paid and Client asks, MPath will: export Client's contacts and message history as a standard file; help move the local number to the phone carrier Client chooses, under that carrier's porting rules; give Client a copy of the landing page files; return full control of Client's accounts; and remove MPath's own access. MPath may delete Client's data 90 days after the agreement ends.

4.9 Results. MPath does not promise a number of calls, leads, reviews, search rankings or sales. Ad results depend on the ad platforms and the market. Ad spend is paid by Client directly to the ad platforms.

4.10 Limits. Each party's total liability under this agreement is limited to the fees Client paid MPath in the 3 months before the claim. This limit does not apply to unpaid fees or to a party's gross negligence or willful misconduct. Neither party is liable for lost profits or indirect damages. MPath is not responsible for outages or rule changes at phone carriers, Google, Meta or other platforms it does not control.

4.11 Customer information. MPath uses Client's customer information only to provide these services, does not sell it, and protects it with reasonable care.

4.12 Changes. Work beyond section 1 is a change order. Both parties agree to it in writing, email included, before the work starts.

4.13 Florida law. Florida law governs this agreement. If a dispute comes up, the owners first talk it through in good faith. If that fails, the dispute goes to the state courts in Hillsborough County, Florida.

4.14 Signing. Each party may sign electronically, and an electronic signature has the same effect as a signature on paper. The parties may sign separate copies, which together form one agreement.

5. Signatures

Sign electronically from your agreement page, or print, sign and return this copy. Online signatures are countersigned by MPath at once.

Correct Cooling	MPath Consulting LLC
Name and title	Name and title
Email	Email
Date	Date