# Home Turf Client Agreement

Version 1.0 · November 12, 2026 · iServedYou

**Provider:** iServedYou (Sam Miklosko), 160 E Horizon Dr. Ste B, Henderson, NV 89015. Email: hello@iservedyou.com.

**Client:** _____ Business name: _____

Address: _____ Email: _____ Phone: _____

Trade: _____ Plan: Turf / Turf + Fill / Other: _____ Start date: _____

## 1. Services and plan

iServedYou will provide the Home Turf monthly local marketing program for the Client's business in Southern Nevada, at the plan checked above (or listed in Schedule A). The work in the chosen plan may include writing and managing online ads aimed at the Client's turf, weekly upkeep of the Client's Google Business Profile, social posts, neighbor outreach drafts, a review-ask kit, a monthly report of actual platform numbers, and, on Turf + Fill, a monthly RSVP pop-up event using iServedYou's Event Fill kit. Schedule A lists the then-current deliverables for each plan.

iServedYou drafts the work. The Client approves every ad and post before it runs (an email reply counts as approval). iServedYou launches approved ads and publishes or schedules approved posts. Nothing in this program is a new website, Google Search Ads, Google Local Services Ads, or search-engine work beyond the Google Business Profile, unless the parties agree to that in a separate writing.

Changes to the plan or the zone must be in writing (email is enough).

## 2. Fees, term, and cancellation

| Item | Who pays | Amount / notes |
|---|---|---|
| Monthly program fee | Client to iServedYou | Turf $597 per month, or Turf + Fill $897 per month, billed in advance. Own the Radius, if later offered, is $1,297 per month and is by application. |
| Ad spend | Client, directly to the ad platform | Paid on the Client's own ad account and card. Minimum while the plan is active: $300 per month on Turf, $500 per month on Turf + Fill, $900 per month on Own the Radius. The Client sets a monthly cap in writing. iServedYou will not exceed that cap. iServedYou never holds, advances, or marks up ad spend. Platform charges, billing thresholds, and tax are between the Client and the platform. |
| Add-on ZIP codes | Client to iServedYou | $97 per month for each added ZIP, up to 3 add-on ZIPs, only if that ZIP is available under Section 8. Add-on fees are billed in advance and end when the |

| | | |
|---|---|---|
| | | ZIP is released or the plan ends. |
| Printing, venue, food, permits | Client | The Client's cost. |

The initial term is 3 months, starting on the start date. After the initial term, the plan continues month to month. Either party may cancel the month-to-month plan by written notice at least 30 days before the next billing date. There are no refunds for partial months. There is no setup fee.

Payment of the monthly fee is due in advance. If a fee is more than 10 days late, iServedYou may release the Client's turf under Section 8 and end the plan. The Client keeps its own ad accounts, pages, audiences, and the content iServedYou made for it that has been paid for in full.

The Client may pause the plan once in a 12-month period for up to 1 month, at 50% of the then-current monthly fee, to keep the turf. Pause requires written notice and iServedYou's written confirmation. Ad spend during a pause is the Client's choice, but Section 8 keep-it conditions still apply to months that are not a confirmed pause.

## 3. Access, ownership, and approvals

The Client owns its ad accounts, pages, profiles, pixels, audiences, customer lists, and data. The Client will add iServedYou as a partner or manager on the accounts needed to perform the plan. The Client never has to share passwords or card numbers with iServedYou. iServedYou will remove its partner or manager access within 5 business days after the plan ends.

Content iServedYou creates for the Client is licensed to the Client once the related monthly fee is paid. iServedYou may show that work in its portfolio only with the Client's written consent.

No ad or post runs without the Client's approval. The Client is responsible for its offers, prices, licenses, and claims being true and legal, including health or other regulated claims, which must be approved by the Client's own licensed provider where that applies. Ads must follow the ad platform's rules. Platforms may reject ads or restrict accounts. iServedYou is not liable for platform decisions, outages, or policy changes, and fees are not reduced for platform actions that are not caused by iServedYou's breach of this agreement.

## 4. No guarantee

iServedYou does not guarantee leads, calls, visits, sales, attendance, rankings, or return on ad spend. Reports show actual platform and event numbers for the period covered. Those numbers are not a promise about a later period. The Foot Traffic Calculator, if used, is illustrative arithmetic only and is not a forecast or a promise.

## 5. Reviews, data, and messages

iServedYou does not write, buy, gate, or suppress reviews, and the Client agrees not to ask iServedYou to do so. Testimonials used in ads must be real and given with consent.

If the Client shares a customer list, the Client confirms it has the right to use that list for the stated purpose. iServedYou will use it only for that Client and will delete its copy when the plan ends or when the stated use is finished, whichever is sooner. iServedYou does not send text or SMS campaigns under this agreement.

## 6. Events

Pop-up events under Turf + Fill (or a later plan that includes events) are hosted by the Client's team at the Client's premises or venue. The Client is responsible for permits, capacity, alcohol, food, safety, and insurance required by the venue or by law. iServedYou provides the RSVP page, reminders, and related marketing described in the plan. iServedYou does not provide a host who opens or runs the event unless the parties agree in a separate writing (for example a separate Event Fill order).

## 7. Client responsibilities

The Client will: (a) grant the access described in Section 3; (b) keep a valid payment method on its own ad account and fund the agreed ad minimum in at least 2 of every 3 months while the plan is active; (c) approve or comment on drafts in a timely way; (d) reply to leads iServedYou sends within 1 business day in at least 80% of cases; (e) serve every ZIP in a service-area zone it holds; and (f) provide truthful information about the business, including its Nevada license information.

## 8. Turf (exclusivity)

While the Client is active and current on the monthly fee (including the 10-day grace in Section 2), iServedYou will not take on another business in the same trade, as defined in Schedule B, in the Client's turf, and iServedYou will not aim another same-trade client's ads, posts, outreach, or events at that turf. Leads from iServedYou's forms, RSVP pages, or ads that carry a ZIP or address in the Client's turf go only to the Client.

**Storefront businesses.** The turf is a circle of 3.0 miles, measured in a straight line from the Client's primary business address (the address on page 1 or in Schedule C), address to address. A distance of 3.0 to 3.5 miles is reviewed by hand. iServedYou will list, at onboarding, the ZIP codes that circle touches, so service-area applicants in the same trade can be checked against it.

**Service-area businesses** (work done at the customer's location, including plumbing, HVAC, electrical, roofing, pool, landscaping, pest, cleaning, and similar trades in Schedule B). The turf is the named list of whole ZIP codes in Schedule C, starting with the Client's base ZIP, contiguous, and sized so that official household counts for those ZIPs, when loaded from the U.S. Census ACS table B11001 (or a later official vintage), do not exceed the plan cap: 25,000 households on Turf, 40,000 on Turf + Fill, and 60,000 on Own the Radius, not counting up to 3 add-on ZIPs under Section 2. Each ZIP belongs to at most one same-trade client.

To keep a service-area zone in full, the Client must: (1) stay paid and current, with the 10-day grace above; (2) keep the plan's ad minimum running, aimed at the zone, in at least 2 of every 3 months; (3) serve every ZIP in the zone; and (4) reply to at least 80% of leads iServedYou sends within 1 business day, measured from iServedYou's forms and RSVP system. If (2), (3), or (4) is missed, iServedYou will give written notice and a 30-day improvement period (the cure period). If the miss is still not cured at the end of that period, the zone

shrinks to the base ZIP plus the ZIPs the Client actually serves. Released ZIPs may be offered to the waitlist. There is no penalty fee for a shrink.

This Section is not a promise about Google rankings, ad auctions, other agencies, a competitor's own ads, or customers who choose another business. The Client may serve customers outside its turf. The turf limits where iServedYou aims marketing for same-trade clients, not where the Client may work. It does not cover iServedYou's own editorial content, free directory listings, or a one-time Event Fill job for a business outside the zone. Businesses iServedYou already serves in the trade and area when the Client signs will be disclosed by name before signing (none on monthly plans as of the date of this version, unless listed in Schedule C).

If iServedYou breaches this Section and does not cure it within 10 days after written notice, the Client's remedy is a credit of the monthly fees paid for the affected month or months, or the right to end the plan; not other damages.

If two approved applicants want the same turf, the first to accept this agreement and pay within its 7-day hold receives it. An unpaid hold expires after 7 days.

## 9. Termination for cause

Either party may end this agreement on 10 days' written notice if the other party does not cure a material breach in that time. Either party may end it immediately for illegal or abusive conduct, or for ad-platform violations caused by the Client's claims or conduct. When the plan ends, exclusivity ends the same day, and access is removed as in Section 3.

## 10. Limitation of liability

Except for unpaid fees owed to iServedYou, each party's total liability under this agreement is limited to the monthly program fees paid in the 3 months before the claim (or, if shorter, the fees paid under this agreement). Neither party is liable for lost profits, lost sales, lost data, or indirect, incidental, or consequential damages. This does not limit liability that cannot be limited under Nevada law.

## 11. Electronic acceptance, governing law, and entire agreement

The Client agrees that typing its name and ticking the acceptance box on iservedyou.com, or signing a copy of this agreement, is its signature. iServedYou records the name, title, time, IP address, user agent, and agreement version.

Nevada law governs. Venue for disputes is Clark County, Nevada, unless the parties agree otherwise in writing.

This agreement, including Schedules A, B, and C, is the entire agreement for the Home Turf program. It does not replace a separate Event Fill order, which stays a one-time event agreement if the Client also books Event Fill. Changes must be in writing (email is enough) and clearly accepted by both parties.

## Schedule A. Plans (as of November 12, 2026)

| | Turf | Turf + Fill |
|---|---|---|
| Monthly fee | $597 | $897 |
| Ad minimum (Client pays the platform) | $300 | $500 |
| Turf guard | Yes | Yes |
| Online ad campaigns, refreshed monthly | 1 | 2, plus retargeting |
| Google Business Profile upkeep | Weekly | Weekly |
| Social posts per month | 8 | 12 |
| Short videos per month (from Client clips) | None | 2 |
| RSVP pop-up event | None | 1 per month |
| Neighbor outreach | None | 5 shops per month |
| Guerrilla plays per month | 1 | 2 |
| Review-ask kit and monthly report | Yes | Yes |

Add-on ZIPs: $97 per month each, maximum 3, if available. Own the Radius ($1,297; ad minimum $900; larger zone cap) is held and offered only by later application. Event Fill remains a separate $1,500 one-time event service.

## Schedule B. Trade definition

The Client's trade is the primary trade stated on page 1, using iServedYou's written trade list. Sibling trades on that list count as the same trade. The primary category on the Client's Google Business Profile settles a tie. Restaurants are distinguished by cuisine. Specialty retail is distinguished by main product line. A second trade is not included unless added in writing. Trades that ad platforms limit to a wide minimum radius, or otherwise prevent a tight turf from being kept (including real estate, lending, insurance, and staffing), and certain restricted categories, are not offered under this program.

## Schedule C. The Client's zone

Model (circle one): Storefront 3-mile circle / Service-area ZIP zone

Primary address or base ZIP: _____

ZIP codes in the zone (service-area, or ZIPs a storefront circle touches):

_____

Official household count and data vintage, if loaded: _____

Add-on ZIPs (if any): _____

Existing same-trade clients to disclose before signing (or "none"): _____

**Client signature:** **Date:**

**Print name / title:**

**iServedYou / Sam Miklosko:** **Date:**