

Strategic Digital Dominance & Partnership Agreement

PREPARED FOR

Wesley A. Barrett

Barrett Realty | Mobile, Alabama

January 30, 2026

Premier Lead Marketing, LLC

Strategic Digital Dominance

Andrew Ezell, CEO

(251) 367-6948 | andrew@premierleadmarketing.ai



Executive Summary

Here's the reality: Your top competitors in Mobile are spending \$3,000 - \$6,000+/month on digital marketing. They have 10+ years of built-up reviews, brand recognition, and referral networks. You don't need to outspend them. You need to outthink them. We can get you competing for a fraction of what they spend by using AI-first strategies they don't have.

We don't want to be a vendor; we want to be a partner. That's why we're waiving our standard \$12,500 design and development fee in exchange for a performance partnership that aligns our success with yours.

What Your Competitors Are Spending

Competitor	Est. Monthly Spend	What They're Paying For	Their ROI
Roberts Brothers	\$4,000 - \$5,500	Zillow Premier Agent (\$2K), PPC ads (\$1.5K), website/SEO (\$1K)	~10-15 leads/agent
Bellator Real Estate	\$5,000 - \$7,000	Multi-channel ads, IDX website, social media team	15-20 leads/agent
RE/MAX Select	\$3,000 - \$4,500	Franchise fees include marketing, plus local ads	8-12 leads/agent
eXp Realty agents	\$2,000 - \$3,500	Self-funded: Zillow (\$1K), Facebook ads (\$1K), tools (\$500)	5-10 leads/agent

The "Health Check" - Technical Analysis Results

Our comprehensive audit of your current digital presence reveals critical issues that are costing you leads daily:

Critical Technical Issues Identified

⚠ IMMEDIATE ACTION REQUIRED

- **Website Blocking Google Indexing:** Robots.txt misconfiguration preventing search visibility
- **Page Speed Score:** 38/100 mobile, 62/100 desktop (Target: 80+ required)
- **Missing Schema Markup:** No Local Business, RealEstate, or FAQPage structured data
- **Google Business Profile Issues:** Missing 4 critical service categories
- **Zero AI Search Visibility:** Not appearing in ChatGPT, Perplexity, or Google AI Overviews

Current Marketing Scorecard

Your Digital Marketing Assessment (Scale: 1-10)

Category	Score	Assessment Notes
Website Performance	4/10	Core Web Vitals failing, blocking scripts
On-Page SEO	3/10	Missing schema, thin meta descriptions, title issues
Local SEO (GBP)	4/10	Missing categories, no posts, incomplete service definitions
AI Search Visibility	2/10	Invisible to modern search methods
OVERALL SCORE: 3.4/10 — Significant Opportunity for Growth		

The Revenue Gap: Why Speed is Everything

Response Time	Conversion Probability	Lead Status
< 5 Minutes	88%	Hot / Highly Likely to Close
30 Minutes	12%	Cold / Shopping Competitors
4+ Hours	2%	Dead / Lost to Roberts Brothers

This chart demonstrates that your current manual response method is likely resulting in a 90% 'Lead Leakage' rate. Our system automates this to < 60 seconds.

The Conversion Engine

Data Tracking & Conversion

Our Lovable/GHL integration creates a seamless conversion path that tracks every prospect from initial contact to closing:

The Complete Conversion Path

- Traffic Source → Lead Magnet → Instant CRM Entry → AI-Driven 'Speed-to-Lead' Text/Call Response
- **Custom Landing Pages:** All leads are captured via high-converting, mobile-optimized lead magnets
 - **Instant CRM Integration:** Leads pipe directly into the Lovable Portal with full attribution tracking
 - **AI-Powered Response:** < 60-second automated text/call response triggers immediately
 - **True ROI Calculation:** Tracking follows the prospect from initial click to ALTA/Closing statement

The "Growth Partnership" Offer

Standard Valuation vs. Partnership Investment

Standard Development Package Valuation: \$12,500 (WAIVED)

Instead of charging you the full development fee upfront, we're proposing a performance partnership:

Partner Investment Structure

Upfront Setup: \$2,500 (One-Time Tech Setup & Launch)

- Professional website development and optimization
- Complete technical audit and critical fixes
- Google Business Profile full optimization
- GEO/AEO optimization for AI search visibility
- Local citation building (15+ directories)
- CRM integration and lead funnel setup

The Scaling Retainer:

- **Months 1-3:** Founder's Rate of \$300/month
- **Month 4+:** \$600/month

This adjustment reflects the transition from system build-out to full-scale optimization and includes the licensing fees for the Lovable Executive Portal.

What's Included in Monthly Retainer:

- Covers hosting, API access, and system maintenance
- Monthly performance reporting and strategy calls
- Ongoing technical support and updates
- SEO monitoring and optimization adjustments

Ad Budget Responsibility: Client is responsible for all direct media costs (payable directly to Meta/Google). The Agency management fee covers strategy and execution, not the media buy itself.

Performance Incentive (The Commission Split)

25% of Gross Commission Income (GCI) on all closed deals generated via the system for the initial 6-month term.

Definition: "Generated via the system" includes any lead that enters the CRM, calls the tracking number, or submits a form through our digital assets.

Optional Accelerators

Enhance your competitive advantage with these premium add-ons:

The Lovable Portal - Command Center for the CEO

Your complete business intelligence dashboard that tracks:

- Real-Time ROI and pipeline value
- Lead geography and source attribution
- Competitive positioning metrics
- Performance analytics and forecasting

Cost Logic:

- **Activate During Months 1-3:** \$1,497 one-time setup fee
- **Wait Until Month 4:** Included in the \$600 monthly retainer at no extra setup cost

AI Voice Receptionist (+\$497 One-Time)

Deployment of a 24/7 AI Voice Agent that:

- Answers inbound calls with natural conversation
- Qualifies leads automatically
- Books appointments directly onto your calendar
- Provides instant response to after-hours inquiries

Database Reactivation Campaign (+\$997 One-Time)

- Ingest your 'Dead Leads' list (up to 2,000 contacts)
- Clean and verify contact data
- Launch AI-driven revival campaign
- Generate immediate appointments from dormant prospects

Google LSA 'Green Check' Verification (+\$497 One-Time)

Full handling of Google Screened verification:

- Background check application management
- Insurance documentation submission
- Complete application process handling
- Green checkmark badge activation

A2P 10DLC Compliance Setup (+\$297 One-Time)

Mandatory carrier registration to ensure:

- SMS deliverability optimization
- Prevention of message blocking
- Compliance with new carrier requirements
- Professional text messaging capability

Terms & Conditions

Agreement Terms

Initial Term: 6 months from launch date

Contract Duration: After the initial 6-month term, the agreement shall convert to a month-to-month basis unless a new term is negotiated.

Auto-Renewal: Agreement auto-renews unless cancelled with 30-day written notice

Performance Period: Commission split applies for initial 6-month term only

Termination & Buyout Clause

If Client terminates this agreement prior to the end of the 6-month term, the waived Development Fee (\$12,500) becomes immediately due and payable within 30 days of termination notice.

Legal Protections

Indemnification: Client agrees to indemnify and hold harmless Premier Lead Marketing, LLC from any claims, damages, or liabilities arising from Client's business operations, lead handling, or real estate transactions.

Audit & Attribution Rights

To verify the Performance Incentive calculations:

- Client agrees to provide monthly status reports of all closed transactions
- Premier Lead Marketing retains the right to audit closing disclosures (ALTA statements) for verification purposes
- Lead attribution tracking will be maintained through CRM timestamps and call recordings

Market Exclusivity

During the active term of this Agreement, Premier Lead Marketing agrees NOT to provide similar lead generation services to any other Real Estate Brokerage within Client's primary service zip codes in Mobile, Baldwin, and surrounding counties.

Intellectual Property Rights

- Premier Lead Marketing retains ownership of all custom software, automations, and proprietary systems until end of term or full buyout
- Client retains full ownership of their customer data and contact lists
- Upon successful completion of initial term, Client may purchase system ownership for \$8,500

Ready to Start Dominating Your Market?

Every day without proper digital presence is money going to Roberts Brothers, Bellator, and RE/MAX. Let's fix that with a true partnership approach.

Contact Information:

Call/Text: (251) 367-6948

Email: andrew@premierleadmarketing.ai

Premier Lead Marketing, LLC

'Compete with the giants without spending like them.'

Agreement Acceptance

Agreed and Accepted By:

Client Signature: _____ Date: _____

Wesley A. Barrett, Barrett Realty

Partnership Selection:

☐ **I accept the Core Partnership** (Setup: \$2,500 | Monthly: \$300 Months 1-3, then \$600 | Performance: 25% GCI for 6 months)

Optional Accelerators Selection:

- ☐ **The Lovable Portal (Early Activation)** (+\$1,497 one-time setup)
- ☐ **The Lovable Portal (Wait for Month 4)** (Included in \$600 retainer)
- ☐ **AI Voice Receptionist** (+\$497)
- ☐ **Database Reactivation Campaign** (+\$997)
- ☐ **Google LSA 'Green Check' Verification** (+\$497)
- ☐ **A2P 10DLC Compliance Setup** (+\$297)

Total Investment: Core Partnership + Selected Accelerators = \$ _____

Agency Acceptance:

Andrew Ezell, CEO: _____ Date: _____

Premier Lead Marketing, LLC

Proposal valid for 30 days. Terms subject to change after expiration.