

ASSURED & TAILORED

TRANSFERS | TOURS | ACCOMMODATION

Assured and Tailored Transfers Tours Accommodation

Reg. number 2006/134374/23

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TIER 4: ENHANCED MARKETING & PERFORMANCE PACKAGE - CONTRACT

This Agreement is made between **Assured & Tailored** (hereinafter referred to as "Provider") and _____ (hereinafter referred to as "Client") on this ___ day of ___, 20__.

1. Scope of Services

The Provider agrees to offer the Essential Listing Package services to the Client as outlined below:

- **Professional Photography:** The Provider will arrange for a professional photographer to capture images of the Client's property.
- **Listing Creation:** The Provider will create and optimize property listings on up to six (6) online travel agency (OTA) platforms, including Booking.com, Airbnb, Travelground/LekkerSlaap, Safarinow, SA-Venues, and AfriStay.
- **Basic Listing Maintenance and Updates:** The Provider will update listing content and images twice yearly to ensure that the property remains fresh and competitive.

- **Backoffice Management:** The Provider will manage administrative tasks, including uploading documents, adhering to OTA platform terms, and optimizing accounts for visibility and bookings.
- **Basic Reservation Communication:** The Provider will handle initial communication, quotes, and queries received from OTA platforms.
- **Guest Communications:** The Provider will manage all guest communications on OTA platforms and via WhatsApp, ensuring prompt and detailed responses to inquiries.
- **Reservation Administration:** The Provider will efficiently handle all aspects of reservations, including managing security deposits, booking forms, and indemnity forms.
- **Social Media Management:** The Provider will manage the Client's social media presence, including the creation and execution of targeted campaigns to engage and grow the audience.
- **Marketing Services:** The Provider will implement strategic marketing initiatives, such as email campaigns, online advertising, and content creation, to boost bookings and enhance visibility.
- **Monthly Performance Reports:** The Provider will deliver detailed analysis of key performance metrics monthly to optimize property performance and inform strategic decisions.
- **Strategy Consultation:** The Provider will provide a one-hour monthly consultation session to review performance insights, discuss strategy, and refine marketing efforts.
- **Online Ads (excluding ad budget):** The Provider will promote the Client's property through online advertising campaigns aimed at increasing bookings and visibility.

For detailed information regarding the services included and excluded in the Essential Listing Package, refer to the package details provided by the Provider.*

2. Term of Agreement

This Agreement shall commence on the date specified above and will continue until the completion of the services outlined in this contract, or until terminated as provided in this Agreement.

3. Payment Terms

OTA Listing Creation Fee: The Client agrees to pay a one-off fee of **R4299** for the creation and optimization of listings on up to six (6) OTA platforms.

Photography Package Fee: The Client agrees to pay a one-off fee of **R3000** for the photography services provided.

Reservations Commission Fee Structure: The Client agrees to a **12.5% commission** on reservations.

Excursions Commission Fee Structure: The Client agrees to a **15% commission** on excursion bookings.

Payment Schedule: All payments for services rendered are due monthly on the last day of the current calendar month. The Client agrees to make payments in accordance with the schedule provided.

Late Payments: If any payment due under this Agreement is not received by the Provider within one week of the due date, a late fee of **5%** of the overdue amount will be added to the balance owed.

4. Responsibilities of the Client

- The Client agrees to provide the Provider with access to the property for photography and any necessary information required for listing creation and updates.

The Client shall be responsible for managing guest communications, OTA accounts, and other day-to-day operations not covered under this Agreement.

5. Termination of Agreement

- Either party may terminate this Agreement with written notice of 30 days.

- In the event of termination, the Client agrees to pay the Provider for any services rendered up to the date of termination.

6. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of South Africa.

7. Entire Agreement

This Agreement constitutes the entire understanding between the parties concerning the subject matter hereof and supersedes all prior discussions, agreements, or understandings of any kind.

8. Signatures

Assured & Tailored

Name: _____

Title: _____

Date: _____

Client

Name: _____

Title: _____

Date: _____