



American Standard Customer Care 2020 Plan

SearchKings Benefit Information

THE BENEFIT

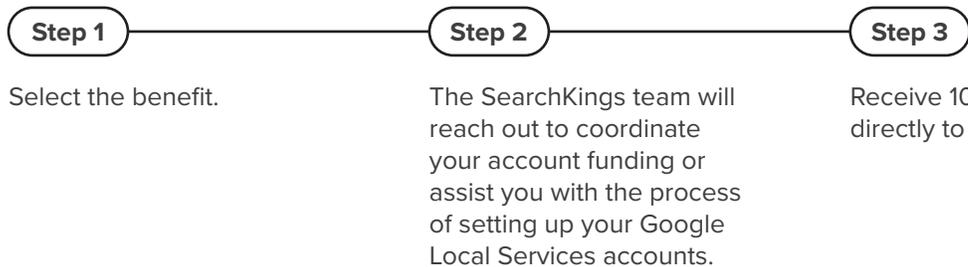
Receive a \$3000 credit with SearchKings to support your local lead generation. The credit can be used for Google Local Services (our recommendation) or for any other services offered by SearchKings.

DOUBLE DOWN

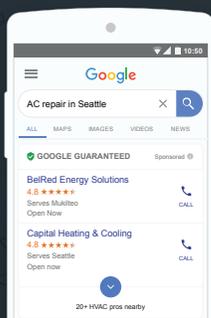
x2

The \$3000 SearchKings benefit can be selected twice as part of the dealer's benefit selection for a total of **\$6000 credit**.

HOW DOES IT WORK?



5 THINGS YOU NEED TO KNOW ABOUT Google Local Services



- Google Local Services is an online services directory that allows users to reach verified providers through a phone call. The calls are sent directly to your office.
- Local Service Ads appear at the top of the Google search results page showing three providers on desktop and two on mobile phones.
- To participate in Google Local Services, your company must pass Google's screening requirements and become Google Guaranteed.
- Only calls over 30 seconds are charged based on flat-rate pricing (i.e. you pay only for leads, not for clicks). Pricing varies by region. The current average rate for HVAC leads is \$25 per phone call.
- The platform allows dealers to choose HVAC services they are interested in, define geographic areas they wish to target, and adjust the schedule for when they would like to receive leads (eg. turn ads on at 8 am and turn off at 6 pm). Leads can be turned off at any time.



About SearchKings Services + Fees

SearchKings is a Google Premier Partner that focuses on local lead generation for home services companies.

Our annual fee for Google Local Services account management is \$420 (\$35 per month) and it includes the following benefits:

- Dedicated support team (call SearchKings with any question instead of Google).
- Assistance with onboarding for new providers.
- Document management and recertification to help you keep your Google Guaranteed status.
- Account profile optimization.
- Insights and ranking into your company performance.

FAQ

- **Can I pay the \$420 management fee from my \$3000 credit?**
Yes. In this case, we will deposit the balance of \$2580 into your Google Local Services account.
- **What happens if I am already Google Guaranteed and working with another agency or I manage the account on my own?**
SearchKings will coordinate the details directly with your existing agency. In all cases, dealers continue to have access to their own dashboards. In case you currently manage the account on your own, SearchKings will “link” to your existing account.
- **Am I allowed to add funds to my Google Local Services account?**
Yes. The dealer’s credit card is set up as the primary card on the account to allow for additional funding.
- **How many leads should I expect from Google Local Services?**
The average number of leads per dealer is approximately 20 per month.
- **How does Google decide which companies are shown top? i.e. How ranking is determined?**
Responsiveness to incoming calls, location, budget and Google reviews/ratings are the primary ranking factors.
- **How long does it take to become Google Guaranteed?**
On average 3 to 5 weeks.
- **What information do I have to provide to become Google Guaranteed?**
Business license, insurance, background checks for owner and field technicians completed by Google’s approved provider (Pinkerton or Evident). The cost of the background checks is covered by Google.
- **Who handles the information I provide throughout the process?**
Google’s 3rd party provider maintains strict confidentiality and will not share any personal information with Google and/or SearchKings.
- **What are other services can SearchKings help me with for my digital advertising?**
SearchKings offers digital advertising services that include pay-per-click lead generation campaigns, branding campaigns, maintenance and service contracts campaigns, technician recruitment campaigns. Monthly budgets start at \$750 a month.
- **Can I use the \$3000 or \$6000 to pay for other services SearchKings offers?**
Yes.