



A FRACTIONAL INSTALL BY VAL

Pricing Schedule & Details

Plain-English pricing for people who are curious about AI - not fluent in it.

No jargon. No surprise invoices. Here is exactly what things cost, and why.

How this works

Start with a monthly plan. Own it outright later, if and when you want to. Add capacity only when you need it.

1 Start monthly

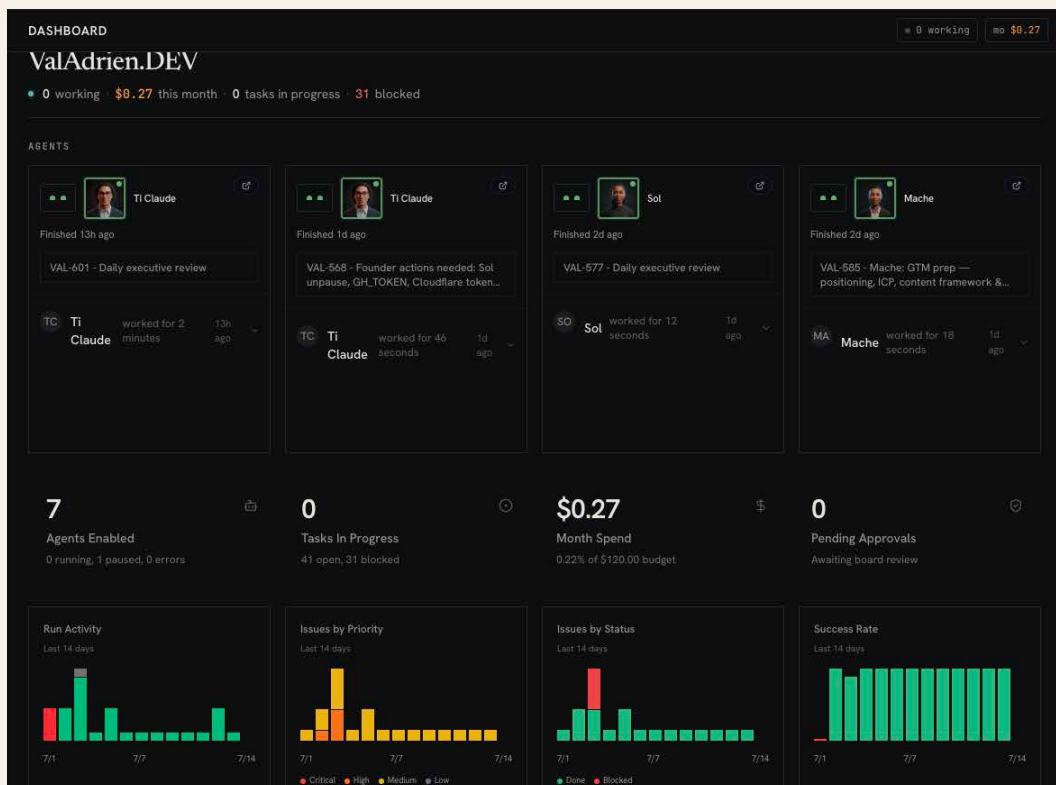
A one-time setup fee, then a flat monthly. We build it, install it and run it for you. Cancel anytime.

2 Own it (optional)

Want the system to be yours forever? Buy the build outright and we hand over everything.

3 Grow it

Only when needed. Add services and capacity as you scale. Never before.



Who this is for

Same system, two kinds of owner. Find yourself below - the pricing is identical either way.

TRACK A

The local business owner

You answer the phone, chase reviews, and book appointments yourself. There is no one else to do it.

- An AI receptionist that answers every call, day or night
- Reviews requested, monitored and replied to automatically
- Appointments booked while you are with a customer
- Found on Google - and inside ChatGPT when people ask AI for a recommendation

TRACK B

The founder

You are missing a half. Either you cannot ship the product, or you shipped it and nobody is buying.

- A working product or site, built and handed to you
- Positioning, pricing and a landing page that converts
- An outbound engine and lead follow-up that runs itself
- The back office (books, reporting, admin) off your plate

THREE WORDS YOU WILL SEE IN THIS DOCUMENT

Agent - software that does a job for you, like a tireless employee who never sleeps.

Run - one time an agent does its job (answers a call, replies to a review, drafts a post).

Allowance - how many runs your monthly plan already includes before any extra cost.

STAGE 1

Monthly Plans - we build it, install it and run it

This is where almost everyone starts. A one-time setup fee gets your system designed, built and switched on. After that, one flat monthly covers hosting, monitoring, fixes and continuous improvement. Cancel anytime.

Pilot

ONE JOB, DONE PROPERLY

\$1,000

per month + \$1,000 setup

For a single agent - your receptionist, or your review engine - built, monitored and improving.

- 1 agent managed - about 250 runs included each month
- 1 dashboard seat, monitoring and fixes
- Email support within 48 hours
- Unlimited connectors, and a hard spending cap - no surprise bills

Team

MOST POPULAR - A DEPARTMENT ON AUTOPILOT

\$2,500

per month + \$2,500 setup

For the front of your business running on several agents. Replaces roughly \$2,000-\$3,500/month of separate tools - and the person who would have to run them.

- Up to 5 agents managed - about 750 runs included
- 3 dashboard seats, monthly tune-up and reporting
- Priority support within 24 hours
- Unlimited connectors - QuickBooks, calendars, CRM, whatever you run

Company

YOUR WHOLE BACK OFFICE, AUTONOMOUS

\$5,000

per month + \$5,000 setup

For a full operations stack running across departments - optimised proactively and expanding as you grow.

- Unlimited agents (fair use) - about 2,000 runs included
- 10 dashboard seats, advanced analytics, quarterly review
- Priority support, same business day
- Includes AI search visibility, plus unlimited connectors

ABOUT THE ONE-TIME SETUP FEE

Setup equals one month of your plan. It pays for the real work of designing your system, connecting your tools, training your agents on your business, and training you.

It is charged once, on signing. Your first monthly payment starts when your system goes live - not before.

Upgrade to a full build within 90 days and we credit your setup fee against it.

Compare the plans

Everything below is included at no extra cost in the plan shown. Anything marked with a dash can be added on - see the menu.

WHAT YOU GET	Pilot	Team	Company
One-time setup fee	\$1,000	\$2,500	\$5,000
Then, per month	\$1,000	\$2,500	\$5,000
Agents managed	1	up to 5	Unlimited*
Usage included each month	\$125	\$375	\$1,000
Dashboard seats	1	3	10
Hosting, monitoring and fixes	+	+	+
Hard spending cap (no surprise bills)	+	+	+
AI chat support (24/7)	+	+	+
Appointment booking	-	+	+
Review management	-	+	+
AI inbound call handling	-	+	+
Lead capture and follow-up	-	+	+
Social content engine	-	-	+
AI search visibility (Google + ChatGPT)	-	-	+
Bookkeeping / back-office sync	-	-	+
Connectors (QuickBooks, calendars, CRM, phones...)	Unlimited	Unlimited	Unlimited
Costs page - live spend, budgets, auto-pause	+	+	+
Assistant advises you on your spend	+	+	+
Reporting	Basic	Monthly	Advanced
Tune-up / optimisation	-	Monthly	Proactive
Support response	48 hrs	24 hrs	Same day

* Unlimited under fair use - if your volume looks unusual we talk about it before anything changes, never after.

OUR NO-SURPRISE-BILL PROMISE

Every plan has a hard spending cap. Your agents pause before they ever go over it.
If you hit your limit, nothing breaks and nothing auto-charges - you decide whether to top up.
You are always in control of the ceiling.

STAGE 2

Ownership & No Lock-In

You are never trapped here. Your data, records, content, domain and accounts are yours on every plan - always. Any website, admin backend or code we build is handed over and yours to keep. What we host is the agent platform itself: the engine that runs your agents day to day. The one-time builds below are the artefacts you keep.

Launch

SITE + ADMIN BACKEND

\$5,000

one-time

A professional site plus a back office you actually control, with your first AI agent wired in. For owners who need to look credible and stop duct-taping tools together.

- Branded website built to convert, not just to exist
- Admin dashboard you understand and own
- One AI agent installed (chat support, or reviews, or booking)
- Full setup, training and handoff

Growth

REVENUE AUTOMATION

\$9,000

one-time

The work that brings customers in - calls, bookings, reviews, follow-up, content - handled by agents instead of a hire you cannot afford yet.

- Everything in Launch, plus:
- AI inbound call handling and appointment booking
- Review generation and reputation management
- Lead capture with automatic follow-up, and a content engine

Operations

FULL OPERATIONS STACK

\$12,000

one-time

An end-to-end system of agents across sales, marketing, back-office and support. Your business running itself in the background.

- Everything in Growth, plus:
- AI search visibility (Google, ChatGPT, Perplexity)
- Bookkeeping and back-office automation
- Coordinated agents across departments, with dashboards

Custom

BESPOKE BUILD

from \$18,000
quoted

Something genuinely custom - a product, a multi-agent system, an app. Priced after a scoping call. For reference, agencies quote \$40,000-\$150,000 for comparable custom agent work.

- Scoped and quoted individually
- Custom app or product development
- Multi-agent architecture
- Still yours at handoff - always

HOW A BUILD IS PAID FOR

A deposit (40-50%) starts the work; the balance is due at agreed milestones or handoff.
Already on a monthly plan? We credit your setup fee against the build if you upgrade within 90 days.
Three build slots per quarter.

Who holds the keys

Your agents need accounts with AI and phone providers to do their work. Someone has to open them, pay them and keep the platform running. There are three ways to arrange that - and almost everyone should pick the first.

	Managed	Bring your own keys	Self-hosted
Who opens the AI and phone accounts	We do. You do nothing.	You do, in your own name.	You do, in your own name.
Who pays those providers	We do - it is inside your plan.	You pay them directly.	You pay them directly.
Who runs, updates and patches the platform	We do.	We do.	You do.
Where your business data lives	Our secure cloud.	Our secure cloud.	Your own servers.
Who fixes it when it breaks on a Sunday	We do.	We do.	You do. We support you.
Can you leave with your data?	Yes, export anytime.	Yes, export anytime.	It is already yours.
Best for	Almost everyone. You did not hire us to run software.	Owners who want provider bills in their own name, or already have accounts.	Businesses with their own IT team, or strict data rules.
Cost	Included in your plan.	Plan price, minus the usage portion.	from \$18,000 + a support contract.

Self-hosting is a licence, not a project - quoted individually, including deployment and a support contract. Be honest about whether you have someone to run it. Almost everyone is better off managed.

What you would pay separately

Every service below can be bought on its own - most owners end up with five subscriptions and no one to run them. These are real 2026 market prices for the tools our agents replace.

If you bought it yourself	Typical market price	In our plans
AI receptionist / call answering	\$109 - \$299 / mo	Team +
Review management software	\$249 - \$399 / mo	Team +
Appointment booking software	\$49 - \$99 / mo	Team +
Social media management	\$500 - \$1,500 / mo	Company
SEO retainer	\$1,000 - \$1,500 / mo	Company
AI search visibility (AEO/GEO)	\$900+ / mo	Company
Someone to actually run it all	\$1,500 - \$2,500 / mo	Included

THE HONEST COMPARISON

Bought separately, that stack runs \$2,000-\$3,500 a month for a small business - and you still operate it yourself.

Our Team plan is \$2,500 a month, bundled, installed, and run for you.

We are not the cheapest option on the market. We are the one where you can own the system at the end.

What a dollar actually does

You are never billed per action. Your plan includes a monthly usage budget - a dollar figure - and you watch it tick along on your Costs page. The table below exists for one reason: so that budget means something to you.

An everyday job, done by an agent	Costs about
Answer and qualify an inbound call	~ \$0.40 a call
Reply to a Google review	~ \$0.30 a reply
Book an appointment, end to end	~ \$0.30 a booking
Sort and triage your inbox	~ \$0.30 a run
Draft a 5-post social set	~ \$0.50 a set
Sync your bookkeeping	~ \$0.45 a run
Enrich a batch of 20 new leads	~ \$0.80 a batch
Build a full monthly report	~ \$3.50 a report

So a single dollar covers roughly two or three everyday jobs. Here is what your plan includes:

Plan	Usage included each month	Which is roughly
Pilot	\$125 of usage	about 250 everyday jobs
Team	\$375 of usage	about 750 everyday jobs
Company	\$1,000 of usage	about 2,000 everyday jobs

That dollar figure is the exact budget you will see on your Costs page - so the number in this document and the number on your screen are the same number. These job costs are illustrative, not a price list: you are billed for what you actually use, never per action. Most owners never come close to their ceiling.

STAGE 3

You Control the Money - and you can see every cent of it

Most agencies hand you an invoice at the end of the month and hope you do not read it. Every plan here includes a Costs page: a live view of what your agents are spending, while they are spending it - and an Assistant that explains it.

- Your total spend this month, and what percent of your budget that is - the first thing on the page, in big numbers.
- What each agent cost you, one by one. You can see which of your workers is expensive and which is cheap.
- Any date range you want: month to date, last 7 days, last 30 days, year to date, all time, or a range you pick.
- A budget you set and change yourself - for the whole business, for a single agent, or for a single project.
- A soft alert warns you well before you reach the limit. You choose the threshold.
- Hit the hard limit and that agent pauses itself. The page tells you exactly which agents are paused and why. Nothing breaks, nothing auto-charges, nothing is billed behind your back.

AND AN AGENT THAT EXPLAINS IT TO YOU

Open the Assistant and ask, in plain English: 'Why did spend jump this week?' 'Can I afford another agent?'

'Which automation costs me most, and is it earning its keep?'

It answers using your real numbers from this page - not a generic chatbot answer.

You are not guessing what your AI costs. You are being advised on it, by something that can see the invoice.

Top-Up Packs - for your busy months

Had a launch, a seasonal rush, a viral week? A pack simply adds usage to your monthly budget - the same budget you see on your Costs page. Bonus credit included, unused credit rolls over 30 days, no subscription and no auto-charge.

Pack	Price	You get	Good for
Small	\$100	~ \$115 usage (+15% bonus)	a heavier week
Medium	\$300	~ \$360 usage (+20% bonus)	a launch or busy month
Large	\$750	~ \$900 usage (+20% bonus)	a big push / busy season

Your budget cap still applies - a pack only raises your ceiling when you choose to buy one, and you watch it happen on the Costs page.

Services & Add-Ons - bolt on what you need

Start lean; add capability when it earns its place. Anything already included in your plan is free - this menu is for adding a service your plan does not cover, or extra capacity.

Service	What it does	Price
AI voice receptionist	Answers, qualifies and books, 24/7. Includes 500 minutes.	\$249 / mo
Review management	Requests, monitors and replies to reviews	\$199 / mo
AI chat support	24/7 chat on your site and SMS	\$149 / mo
Appointment booking	Calendar automation and reminders	\$99 / mo
AI search visibility	Get found inside ChatGPT, Perplexity, AI Overviews	\$749 / mo
Search engine optimisation	Traditional Google ranking work	\$899 / mo
Social content engine	Drafts and schedules your posts	\$499 / mo
Bookkeeping sync	QuickBooks / Xero kept current automatically	\$99 / mo
Messaging (WhatsApp / LinkedIn)	Reach people where they already are	\$99 / mo
Additional agent role	Another worker added to your team	\$450 / mo
Extra dashboard seat	Another login for a teammate	\$25 / mo
Extra workspace / brand	A second location, site or brand	\$99 / mo
Priority support upgrade	Front-of-line help and faster fixes	\$250 / mo
Bespoke integration	Wiring up something niche we do not already support	from \$450 once
Onboarding / migration	Move you off your old setup cleanly	from \$950

Connectors are unlimited on every plan - we never charge you to plug in a tool you already pay for. Usage-based costs (calls, texts, data) are passed through at cost + 15%, or bring your own account. Call minutes beyond your allowance bill at \$0.15/min.

Terms & the fine print - in plain English

No legalese. The contract has the formal version; this is what it means for you.

- Setup fee. One-time, equal to one month of your plan, charged on signing. It covers designing, building, connecting and training your system - and training you. Your first monthly payment begins the day your system goes live.
- Monthly plans. Billed monthly. Cancel anytime with 14 days notice. While you are on a plan, we host and maintain the system for you.
- What you own. Your data, records, content, domain and accounts are yours on every plan. Any site, backend or code we build is handed over at completion. The agent platform itself is hosted by us unless you take a self-hosted licence.
- No lock-in. Cancel anytime and export everything. Upgrade from a plan to a build within 90 days and your setup fee is credited against it.
- No surprise bills. Every plan has a hard budget cap. Agents pause before overspending - you decide whether to top up.
- Connectors. Unlimited on every plan - we never charge you to connect a tool you already pay for. A bespoke integration to something we do not yet support is quoted once.
- Third-party costs. Calls, texts and data provider fees are billed at cost + 15%, or bring your own account and pay them directly.
- Scope. Anything outside your agreed plan or package is quoted separately. Fully custom work and self-hosted licences are priced from \$18,000.
- Turnaround. Plans go live in about 2 weeks from setup. Builds run about 30 days from the day your deposit clears and your assets are in hand.
- Availability. Three build slots per quarter, first come. A deposit holds your slot.
- Fair use. Unlimited plans are subject to fair use - we talk to you before anything changes, never after.
- Quote validity. Prices in this document hold for 30 days from the date shown at the foot of each page.

THE SHORT VERSION

Start monthly - setup fee, then a flat monthly, cancel anytime. Own it outright whenever you want.

There are no surprise bills, and no lock-in.

Not sure where to start? Fill in the intake form - I will tell you honestly what you do and do not need.

The Missing Half.

One operator, your system installed - then handed to you.