



HEATING & COOLING
HC
 SUPPLY CO.

ADVANTAGE TRACK PLAN

The HC Supply Co. **“Advantage Track Plan”** Program is the most comprehensive, technology-forward and sophisticated program designed to position your company as the most visible, innovative, and convenient HVAC Solutions provider in your market. It’s designed to help you accelerate your results through branding, website positioning, consumer conversion experience, and financing solutions.

Depending on your sales volume, projected annual sales growth, and goals, each Track allows you to progress in your market. Below is an overview of the Tracks. You can get detailed information on what’s included in the track and investment levels here www.ciwebgroup.com/heatingcoolingsupply

WEBSITE & SEO PACKAGES

ADVANTAGE TRACK PLAN	LITE	LITE +	PRO	PRO +	PREMIUM	PREMIUM +
HC supply Co. Plan IDs	1A	2A	3A	4A	5A	6A
Website - One-Time Investments	\$2,500.00 \$200 per page of content (1 per keyword required)	\$2,500.00 \$200 per page of content (1 per keyword required)	\$3,500.00 \$200 per page of content (1 per keyword required)	\$3,500.00 \$200 per page of content (1 per keyword required)	\$4,500.00 \$200 per page of content (1 per keyword required)	\$4,500.00 \$200 per page of content (1 per keyword required)
Monthly Marketing & Tech Investment	\$550.00	\$1,500.00	\$3,000.00	\$4,000.00	\$5,000.00	\$8,000.00
Website	Rad Site	Rad Site	Custom	Custom	Custom	Custom
One Time Content/SEO Monthly Blogs/Custom Blogs	2 / 1 / 0	3 / 2 / 0	4 / 3 / 0	5 / 4 / 0	6 / 0 / 4	7 / 0 / 5
SEO Phrases / Cities / Backlinks / Local Listings	15 / 1 / 20 / 0	20 / 2 / 30 / 0	25 / 2 / 40 / 0	30 / 3 / 50 / 70	35 / 3 / 75 / 70	40 / 4 / 100 / 70
Integrations - GoodLeap, Schedule Engine & fyxify	Included	Included	Included	Included	Included	Included

The following are included in all plans: Financing Integration, FMS/CRM Integration, Hosting, Maintenance, Security, Backups, Support, Call Tracking, Basecamp Project Management, Quarterly Strategy Sessions, Access to MySocialMediaGraphics.com, Reporting & Results Tracking.

*Additional fees for fyxify FMS/Service Pro will apply.
 Learn more at www.ciwebgroup.com/fyxify

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SUPPLY CO.

BRANDING PLANS

The “**HC Supply Co. Branding Plans**” Program is the most comprehensive, technology-forward and sophisticated program designed to position your company as the most visible, innovative, and convenient HVAC Solutions provider in your market. It’s designed to help you accelerate your results through branding, website positioning, consumer conversion experience, and financing solutions.

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BRANDING PACKAGES

HC SUPPLY CO. BRANDING PLANS	ENTRY	BASIC	STANDARD	PREFERRED	PLATINUM	VIP
HC Supply Co. Plan IDs	1A	2A	3A	4A	5A	6A
Branding - One Time Investment	\$2,000.00	\$2,500.00	\$3,000.00	\$3,500.00	\$4,000.00	\$5,000.00
Custom Graphics - Annual	1	2	3	4	5	6
Logo	PNG	PNG	PNG	PNG	PNG	PNG
Color Specs	X (3)	X (5)	X	X	X	X
Tagline	-	-	X	X	X	X
SM Profiles	-	-	-	X	X	X
Messaging	-	-	-	-	X	X
Mascot	-	-	-	-	-	X

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