

365 Day Money Back Guarantee

Detailed Guarantee:

If the outlined actions are followed and Locorum does not generate *2 leads* for your business, we will return the cost of your base subscription at the end of the year.

Why This Guarantee?

One deal typically generates 5x ROI. The average closing rate for referrals is 50-70% and sometimes higher. Therefore we guarantee 2 leads because statistically that guarantees the ROI for a competent sales team.

Required Actions:

Requirement:	Timeline:
Minimum database of 1,000 past clients/contacts who have attested to your marketing.	Prerequisite
You have an updated and maintained website and social media presence.	Prerequisite
You hyperlink your referral program in the email signatures of your salespeople for convenient access to clients.	First 1 month
You send 3 emails primarily dedicated to introducing the program to your audience.	First 3 months.
You employ a multi-channel strategy and introduce the program at least 3x on social channels outside email using content types that remain visible beyond 24hrs.	First 3 months.
You include the program on your website, visibly linked and easy to find for a period of 9 months or greater.	Within the first 3 months.
You send at minimum twelve (12) emails/SMS that include a referral program	First year - 1 communication per month that includes the program over the 1 year

prominently referenced.	subscription period.
You send/give at least 12 rewards cards to currently closing or past clients combined with physical collateral/messaging introducing the program.	First year - Over the 1 year subscription period.

Why these actions?

Locorum understands what works from working on hundreds of referral programs. These are bare-minimum marketing actions to realize success with almost any campaign and based around achieving effective frequency within your network so they remember and engage with your program.

Restrictions/Terms:

- The action based guarantee will only be valid for the first year of their subscription
- Valid on the base subscription only
- For enterprise subscribers, money back is capped at \$4,500 USD. Canadian customers are capped at the total subscription price of the ‘Business Tier’
- Excludes setup costs or fixed costs
- Excludes any usage fees incurred during the subscription (email, card sending, user seats)
- Overall marketing is done professionally and correctly conveys how to engage with the program legally and accurately.
- Using Locorum’s database and email feature to market so contacts and content can be monitored. (If using an external resource to send emails, client list and all content must be provided to Locorum for verification).
- You must be subscribed to an “Individual” or higher subscription level.
- You must attend all account manager check-in meetings on the specified dates set out during onboarding and provide references to any actions that are requested to be reviewed by the account manager.
- Marketing must be professional and clear in nature. If the program is incorrectly communicated, the company must implement Locorum’s feedback within 14 days. Incorrectly does not include suggestions for improvement but refers to blatantly incorrect instructions on how to use/engage.

Locorum reserves the right to make changes to the 365 Day Money Back Guarantee from time to time at our sole discretion. Refunds are at the sole discretion of Locorum and in the case of a dispute Locorum reserves the right to accept or reject the request for a refund.