VISIBLEEDGE · SERVICES AND PRICES

# What we can do for you

Every client starts with a report: a rival report for any site that's fighting its local competition, or a deep dive across your estate. Monday Notes can follow either. Every number traces back to a review you can check.

| Service | Who it's for | What you get | Usually ready in | Price |
|---|---|---|---|---|
| **Free mini-report** | Anyone weighing us up | One of your sites against the place it should be beating: a nearby rival, or another of your own sites. One real finding on one page, with one quick win. No sales call, no chasing | 3 working days | **Free** |
| **Rival report** | Any site, or several | Each site against its four nearest rivals over a year: why customers choose them, what you could claim, what's costing you stars, ten replies and ten posts ready to use, a 30-day plan, a team briefing sheet, a short video, and a check six weeks later, with the option to carry on with Monday Notes | 3 to 5 working days; 5 for two or three sites, a little longer for more | **£595 + VAT** extra sites £295 each |
| **Deep dive** | Groups of three or more sites | **Your whole estate in one report.** Why some sites do better than others, how you stand against the rival brands you meet in your key markets, regional differences and group-level strategy: up to 18 months of reviews, every site ranked and compared, a page per site, a 90-day plan, a walkthrough and help afterwards, and four weeks of Monday Notes free | 5 to 10 working days up to 10 sites; 10 to 20 up to 25 | **£1,500 + £125 per site** 3 sites £1,875 |
| **Monday Notes** | Anyone who's had a report | **After your report.** A note for every site manager every Monday if your sites average about two written reviews a week, or monthly for quieter sites. After a rival report it follows each site against its four rivals; after a deep dive, the deep dive's themes. A weekly email and a monthly pack for head office, and alerts when something needs a look | After your report (a deep dive includes four weeks free) | **Weekly: £75 per site a month** Monthly: £30 |

**Where it lives:** every report comes in your own private online room, with every review behind every number and Ask a question. See the demo at visibleedge-demo.netlify.app (code DEMO).

**How to start:** reply to the email this came with, or write to jp@visibleedge.net. No call needed.

**Guarantee on rival reports and deep dives:** if it doesn't give you at least one finding you didn't already know and can act on, tell us within 14 days and we'll refund you in full.

**Timing:** your quote gives two dates, the one we aim for and the latest we will deliver by. Larger groups are dated in the quote.

**Payment:** orders up to £2,500 are paid when you order; above that, half when we start and the rest before we release the report. Monday Notes: two months up front, then monthly in advance by Direct Debit or standing order, cancel any time after the first two months. No minimum number of sites. All prices + VAT.

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