



## **Ideal Brand + Business Services: Partnership Success Agreement**

### **1. Resource Allocation Model**

Ideal Brand + Business Services is an agency that operates on a capacity-based model rather than a per-task menu. Your investment secures a dedicated 30-day block of high-level strategic oversight, creative labor, and technical infrastructure. Fees cover the allocation of these resources. Project timelines are maintained by the agency; however, delays caused by client-side actions (e.g., domain transfers, login credentials, or content approvals) do not pause the billing cycle or entitle the client to a refund of allocated time.

### **2. Milestone Approval Policy**

To ensure the "90-Day Momentum Rule" is met, we move through projects with structural efficiency. Once a brand asset, marketing strategy, or website element is approved, whether via recorded meeting, email, or project management dashboard, it is considered "Architecturally Locked." Our focus is on continuous forward progress. Should you choose to revisit or revise a locked element, that labor will be integrated into your current 30-day service cycle. This may shift the timeline for other planned deliverables, as the agency's capacity is dedicated to the most current growth milestones for that month.

### **3. Technical Triggers & Maintenance Pauses**

Certain milestones require technical triggers that only the client can pull (e.g., Domain Name Transfers or API Integrations). If a required technical trigger is not initiated by the client within 7 days of the agency's request, the project will move into a Maintenance Pause to protect agency resource allocation until the client is ready to proceed.

### **4. Ownership & Continuous Access**

We believe in empowering business owners. Throughout the active partnership, clients have continuous access to their business dashboards and creative assets via our dedicated Google Drive storage.

**The Policy:** Upon completion of a 30-day cycle, all creative assets developed during that window (including raw footage, edited files, and branding assets) are your permanent property.

**Storage Clause:** While your Google Drive folder remains active throughout our partnership, all folders for inactive accounts are removed at the end of each calendar year. Upon conclusion of services, it is the client's responsibility to download, copy, or move all files to their own storage. The agency is not responsible for data recovery once the annual archive deletion has occurred.

### **5. Billing, Cancellation & Package Changes**



**Advance Billing:** Services are billed 30 days in advance of the service month. Payment must be received no later than the last day of the preceding month to maintain active resource allocation.

**Notice of Change:** A 30-day written notice is required for the cancellation, downgrade, or upgrade of any service package. Because resources are committed in 30-day blocks, any notice provided after the billing cycle has begun will apply to the following month, and the current month's invoice remains due and non-refundable.

#### **6. Mutual Dissolution & Immediate Offboarding**

In the rare event of a fundamental breakdown in professional alignment, either party may elect to terminate the partnership immediately. Upon termination, the agency will cease all active management and log out of all client-owned dashboards. As the client has continuous access to all assets and strategy documents throughout the cycle, the project is considered "handed over" at the moment of dissolution. It is the client's responsibility to secure their credentials and download files immediately. No refunds or prorated credits will be issued for the remainder of the paid 30-day cycle.

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