

Lead Generation Agreement

DATE HERE

Submitted To:

CLIENT NAME

CLIENT ADDRESS

CITY, STATE ZIP

PHONE NUM

(Your Company Name) Will Provide The Following:

- A local business video to promote the business
- Generate leads to your business.
- Set-up a tracking phone number, forwarded to a current line.
- Provide monthly call statements reflecting valid leads.
- Provide a trackable link to your website

Affiliation. It is agreed that the (YOUR COMPANY NAME) will act as an independent contractor in the performance of his duties under this Agreement. Nothing contained in this Agreement shall be construed to imply that (YOUR COMPANY NAME), or any employee, agent or other authorized representative of (YOUR COMPANY NAME), is a partner, joint venturer, agent, officer or employee of (YOUR CLIENT).

Payment Terms. Invoicing will occur on the 15th and 29th of each month and you will be placed on NET 15 terms. Failure to provide payment may result in legal action and termination of leads. You may pay by credit, check or cash.

Payment Fee. YOUR CLIENT agrees to pay COMPANY NAME \$_____

Per (Lead / Month)

Definitions:

Local Business Video. *This local business video and all its content and marketing promotions is the intellectual property of YOUR COMPANY NAME. At the end of a 24 month continuous contract, client can purchase all rights to the video for \$BUYOUT PRICE.*

Tracking Phone Number. *A separate number set-up that will transfer to your current phone number and will be used to track what call come from (YOUR COMPANY NAME.) The following information will be logged: number, duration of call, time of call and location of caller.*

Lead. *A lead is considered any call as reflected on the call statement with a duration of 45 seconds or more. You will not be charged for calls with duration of 45 seconds or less.*

If all terms are in agreed upon please sign, date and return a copy back to (YOUR COMPANY NAME).

(CLIENT NAME HERE)

Sign X_____ **Date:** _____

(YOUR COMPANY NAME HERE)

Sign X_____ **Date:** _____

Setup fee due at signing of \$_____