

Google Advertising Campaign Review	
<input checked="" type="checkbox"/> Ad Campaign Review	\$699.00
Describe what you would like to accomplish from the review... <input type="checkbox"/> Target my market (demographic / geographic) <input type="checkbox"/> Implement tracking of conversions <input type="checkbox"/> Optimize key phrases and ad copy <hr/> Please use another sheet of paper if necessary to fully describe the requirements and expectations of this review.	
Targeting	
<input type="checkbox"/> Buyers <input type="checkbox"/> Residential <input type="checkbox"/> Sellers <input type="checkbox"/> Investors <input type="checkbox"/> Other _____ <hr/>	
Geotargeting	
Enter city names, zip codes, communities or developments you target. <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	

Contact & Billing Information
Name: _____
Company: _____
Address: _____
City, State, Zip: _____
Phone: _____
Cell Phone: _____
Fax: _____
Email: _____
Website: _____
MLS Web Search: _____
Credit Card #: _____
Expiration Date: _____ SID Code: _____
Google AdWords Account Information
Google Customer ID: <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> </div>
Signature
Signature: _____
Date: _____
<b>Fax completed form to:                      916-404-0459</b>

**Your signature authorizes eSource Marketing (eSM) to charge your credit card the amount shown above.**

**Terms and conditions:** eSM agrees to provide a review of your current Google AdWords account and offer recommendations based on our findings. Any changes to your advertising campaigns based on eSM recommendation are the responsibility of the customer and performance data should be maintained so that follow on changes can be made if appropriate. eSM cannot guarantee that recommended changes will increase the performance of your ad campaigns with respect to CPC, CTR Impressions or conversions or any metric either documented or perceived. Reviews generally take up to two weeks to schedule. A review will consist of accessing and reviewing your account measured against information you have provided during preliminary conversations and provided on this document. Recommendation will be delivered in writing and a phone meeting to go over the information – in some cases an over-the-web meeting may also be scheduled. If the campaign or the review process will take more than four hours customer will be notified and informed of additional charges prior to commencing review efforts. **The term of this Agreement shall commence on the date which you sign this agreement and will be in full force and effect until terminated by either party upon notice or at the completion of the review which is determined by eSM delivery of a written review and recommendations if any.**

**AdWords Account Holders:** We must be given permission to access your account via the My Client Center (MCC) control panel. After you sign this agreement, and provide us your Google adWords account Customer ID, you will receive an email from Google asking for permission to allow eSourceAgent to access and manage your account. Your AdWords account will not be changed in any way unless you instruct eSM to do so in writing. You will still be able to access your AdWords account.

**eSource Agent Application FEES and REFUND Policy Fees:** Fees for account review are based on an hourly rate of two hundred dollars. Fees for hourly contract services are not refundable. Fees and rates are subject to change.

**Indemnification:** Customer agrees to indemnify and hold eSM harmless with respect to any claims, loss, liability, damage or judgment suffered by eSM, including reasonable attorney's fees and court costs, which results from the use by eSM of any material furnished by Customer or where material created by eSM or at the direction of eSM subject to the indemnification is materially changed by Customer. Information or data obtained by eSM from Customer to substantiate claims made in advertising shall be deemed to be "material furnished by Customer to eSM".

**Fax signed and completed form to: 916-404-0459**

Office Code