

Clearpointe Loyalty Program Models

Residential Subscription Model: ClearView Club

Overview:

A tiered subscription service offering regular window cleaning with added perks.

Tiers & Pricing:

- Quarterly Plan: 4 cleanings/year at \$6.50 per pane (7% discount)
- Bi-Monthly Plan: 6 cleanings/year at \$6.25 per pane (10% discount)
- Monthly Plan: 12 cleanings/year at \$6.00 per pane (14% discount)

Add-Ons:

- Screen Cleaning: \$2 per screen
- Hard Water Removal: \$3 per pane
- Solar Panel Cleaning: \$5 per panel

Benefits:

- Priority Scheduling
- Annual Deep Clean (1 complimentary per year)
- Referral Bonus: \$25 credit for each new subscriber referred

Commercial Contract Model: ClearAdvantage Program

Overview:

Customized contracts for commercial clients, offering consistent service with added benefits.

Contract Options:

- Monthly Service: 12 cleanings/year
- Bi-Monthly Service: 6 cleanings/year
- Quarterly Service: 4 cleanings/year

Clearpointe Loyalty Program Models

Pricing:

- Standard Rate: \$7 per pane
- Contract Discounts: Up to 15% based on contract length and frequency

Perks:

- Dedicated Account Manager
- Flexible Scheduling
- Emergency Service Priority

Partner Loyalty Model: ClearConnect Network

Overview:

A referral program for property managers, real estate agents, and construction companies.

Referral Incentives:

- Property Managers: 5% commission on referred services
- Real Estate Agents: \$50 bonus for each client referred
- Construction Companies: 10% discount on post-construction cleaning

Additional Benefits:

- Co-Branded Marketing Materials
- Priority Scheduling for referred clients
- Early access to promotions and new services