

# Earl's Plumbing VIP Advantage Membership

**\$240 Annually** (Averages \$0.66 cents Per Day)

## VIP Member Exclusive Benefits Include:

### Annual Safety Inspection:

**Annual Comprehensive Plumbing Safety Inspections** (\$300+ Value)

### Discounts On Our Already "Lower Than Most" Prices:

**15% Discount on ALL Basic Service, Repair & Installations (SRI's) - UNLIMITED**

**5% Discount on ALL Advanced Projects & Installations (API's) - UNLIMITED**

**Exempt from Dispatch Fees** (Saves \$49 per Visit)

**Tankless Water Heater Annual Maintenance & Descale \$125** (Saves \$100 in 2024 after Dispatch Fee)

### Extended Labor Warranties:

**Standard 6 month Limited Labor Warranty EXTENDED to 1 Year**

**Drain Clearing Labor Warranty EXTENDED to 30 Days** (typically warranted by clog type)

### Priority Service & Scheduling:

**Direct & Exclusive "Member Only" Call-in Number**

**Exclusive "Member Only" Webpage QR Code w/ Form Fill Booking**

**Priority "Front of the Line" Scheduling** (when needed, required or requested)

### Customer Referral Credits:

**Referral Program - Earn Unlimited Additional Discounts for Every "Verified" Referral**

***\$75 for every new customer referral with a completed job over \$250***

***\$150 for every referral that becomes a "Earl's VIP Advantage Member"***

### Exclusive Personal Service:

**Free In-Home No Charge Estimates** (No Dispatch or "Basic" Diagnostic Fees for Advanced Projects & Installs)

**After Hours & Weekend Diagnostic & Troubleshooting** (up to 10PM)

**No Charge FaceTime Video Chats** (w/ iPhone as required)

### Other Financial Incentives:

**2% Credit Card Transaction Fee Waived for ALL Purchases**

**18 Month No Interest** (over \$1000) **OR 12 Month No Interest Financing Available** (w/ approved credit)

# Explanations, Terms & Conditions

In order to exceed the expectations of our VIP Members, we must initially limit the geographical scope & area in which our VIP Membership is offered. Generally speaking this is within a 10 mile radius of any of our 3 area Business Addresses. This includes the following zip codes ONLY: 75001, 75002, 75007, 75009, 75010, 75013, 75023, 75024, 75025, 75033, 75034, 75035, 75036, 75056, 75068, 75069, 75070, 75071, 75072, 75074, 75075, 75078, 75093, 75094, 75097, 75248, 75252, 75454. For further simplification, this includes Frisco, McKinney, Plano, Allen, Fairview, Prosper, Little Elm, Melissa, Addison and possibly the immediate adjacent communities that correspond with the ZIP CODES noted.

## ALL New for 2024

### Annual Safety Inspection Explanations, Terms & Conditions:

VIP Members are entitled to an annual safety inspection encompassing visual assessments of plumbing fixtures, dye testing of toilets for leaks, inspection of drain lines for slow drainage, examination of water heater(s), static pressure testing of the domestic water system, and assessment of the Pressure Reducing Valve (if applicable). All inspections will be graded against established standards, with estimates provided for urgent issues. Due to limited capacity, annual inspections may be limited or unavailable to parties using the "introductory special offers." Limitations will be scheduled by man power capacity and on a first-come, first-served basis.

### Job Discount Explanations, Terms & Conditions:

All SRI transactions exceeding \$1600 (\$1400 with a -\$25 discount) qualify for a complimentary 1-Year VIP Membership, courtesy of the 15% discount provision. For ALL instances of "First-Time Non-Member Transactions" that exceed \$1600 OR that become VIP Members using the "15% discount provision" and pay the balance to become a VIP Member, you will NOT be eligible to receive additional discounts beyond the \$240 annual "FREE Membership" value. Paid VIP Members with 30+ days of continuous, uninterrupted enrollment will enjoy 15% UNLIMITED discounts on all SRI-type jobs for the life of their VIP Membership.

All API transactions exceeding \$4800 (\$3400 with a -\$25 discount) qualify for a complimentary 1-Year VIP Membership, courtesy of the 5% discount provision. For ALL instances of "First-Time Non-Member Transactions" that exceed \$4800 OR that become VIP Members using the "5% discount provision" and pay the balance to become a VIP Member, you will NOT be eligible to receive additional discounts beyond the \$240 annual "FREE Membership" value. Paid VIP Members with 30+ days of continuous, uninterrupted enrollment will enjoy 5% UNLIMITED discounts on all API-type jobs for the life of their VIP Membership.

Existing VIP Membership customers with 30+ days of continuous are exempt from the \$49 Dispatch Fee (per occurrence), enhancing cost savings and convenience. While the Dispatch Fee is waived for VIP Members, "Diagnostic & Testing Charges" may apply based on findings. Charges may also be contingent on whether the work is completed immediately or within 72 hours of the diagnostic. Advanced diagnostic & testing that involves drywall or brick removal, excavation, or other complex procedures may incur additional charges (pricing varies). These charges, although discounted for VIP Members, will be reflected in the final invoice.

In 2024, the "Annual Tankless Maintenance" price for ALL customers is \$175 plus a \$49 Dispatch Fee. However, for Earl's VIP Members, the exclusive rate is reduced to \$125 per unit, with NO Dispatch Fee, resulting in a significant \$100 savings compared to non-members. It's important to note that this 2024 Member price does not qualify for any additional "percent off" discounts. In cases where VIP Members possess multiple tankless water heaters, the \$125 price is a "Per Each Unit" cost, ensuring transparent pricing and added value for members with multiple units.

### Extended Labor Explanations, Terms & Conditions:

Earl's Plumbing upholds a robust Limited Labor Warranty of 6 months for all "SRI-type jobs," surpassing all DFW industry standards. For VIP Members, we proudly extend this coverage with an additional 6 months, providing a 1-Year Warranty from job completion. This transparent peace-of-mind approach underscores our commitment to fair and value-driven extended warranty terms, ensuring our VIP Members receive unparalleled assurance & satisfaction in their plumbing services. As always, exceptions may occur in cases where known conditions are tied to fixture age or system flaw, etc. This will be explicitly noted on the invoice along with estimates for corrective measures.

VIP Members receive an exclusive 30-day limited labor warranty on clog-related work, unless a known issue like a line break, root infiltration, belly, or aged fixture is present. Non-Member standard clog & stoppage warranty terms are typically just 1 to 7 days based on the fixture or problem. Known issues are explicitly noted on the invoice with a detailed estimate for corrective measures. Special consideration is given to the most common summer clog... vanity drain clogs from AC condensate lines. The Limited Labor Warranty for this clog extends from 30 to 90 days post-full repair. VIP Members benefit from extended coverage and exceptional service assurance.

### Priority Service & Scheduling Explanations, Terms & Conditions:

Each Earl's Plumbing VIP Member will be provided with an exclusive phone number dedicated to their inquiries and scheduling requirements. This VIP Members ONLY phone line operates during extended hours, ensuring personalized assistance. Additionally, on the rare after-hours occurrences, VIP Members are guaranteed prompt call backs by 10 PM, offering unparalleled responsiveness and priority service for their convenience and peace of mind.

To enhance convenience, VIP Members will receive an exclusive VIP Members ONLY URL and a QR Code. This provides access to a dedicated web submission form for our scheduling platform. This also directly connects your request to a supervisor. In after-hours situations, this ensures a prompt response either via email reply, call back (if before 10 PM) AND/OR scheduling for the same or next business day. Of course, VIP Member requests are prioritized based on urgency and your availability. This streamlined process is designed for efficiency and tailored service to meet VIP Members' specific needs.

VIP Members receive SAME DAY scheduling privilege if confirmed by 4 PM, providing expedited service. When requesting after 4 PM, we aim to assist over the phone, addressing issues until a licensed plumber arrives on the next business day. Though after-hours service is not presently available, VIP Members hold priority as the "first stop" of the next business day if urgent or requested. This guarantees swift attention & resolution of plumbing concerns. In a pinch, if we cannot assist with mitigation over the phone, then we will provide you with a trusted competitor.

### Customer Referral Program Explanations, Terms & Conditions:

Earl's VIP Members are equipped with a dedicated number and webform URL for their personal inquiries & scheduling. Your VIP Membership packet includes a 2nd exclusive number and webform URL that is specifically for referrals. When your referrals use the provided system, they are identified as a "referral," prompting our staff to capture your unique identifying VIP credentials (your last name and/or primary contact number). Qualification requires the use of the designated referral number or webform as this streamlines & optimizes the process and recognizing the importance of referrals within our community of satisfied customers.

For every VIP Member Referral completing a "PAID" job surpassing \$250 (common for 80% of "SRI jobs"), a \$75 credit is granted and recorded in their customer file. This versatile credit can be applied as a discount on the next job OR towards membership renewal in subsequent years. The credit remains valid until utilized, offering ongoing benefits as long as the VIP Membership is maintained in good standing. This exclusive program not only rewards our valued members but also fosters community growth through referrals & satisfied customers. To qualify, the "Referral" must NOT be an existing or active customer.

For every VIP Member Referral who becomes a VIP Member within 90 days, an addition \$75 credit (\$150 combined total) is awarded & noted in their customer file. To sweeten the offer, the "Referrals" VIP Membership status can be obtained through either job discounts OR direct payment. For example, "API jobs" exceeding \$4800 and "SRI jobs" exceeding \$1600 qualify for VIP Memberships via the discount process. Referrals meeting this criteria not only receive an initial VIP Membership but also grant the referring VIP Member a \$150 customer credit applicable to future jobs or membership renewal.

### Personal Service Explanations, Terms & Conditions:

VIP Members enjoy exemption from Dispatch Fees, ensuring both cost savings & convenience. However, on site diagnostic & testing fees may apply when "advanced techniques" are required. Advanced techniques may include but are not limited to items such as drywall or brick removal for inspection, video camera inspections, smoke tests, slab leak testing and locating, hydrostatic pressure tests, sewer line isolation testing, gas pressure tests & leak location. Members benefit from their regular discounts on these services, which may vary based on the final analysis and whether a repair is needed or completed.

For exclusive after-hours support, VIP Members using the exclusive submital webform benefit from timely mitigation assistance. Submittals received before 8:30 PM prompt a licensed plumber or supervisor callback by 10 PM. For submissions after 9 PM or between 9 PM and 9 AM, VIP Members receive a callback the following day, even on weekends and holidays. While after-hours service is not offered or guaranteed, for minor issues, we offer remote assistance via video Facetime. In extreme cases, if we are unable to provide service, we may recommend a reputable competitor to ensure your needs are met without compromise to your common sense or budget.

In emergencies or when quick estimates or guidance are essential, VIP Members enjoy exclusive access to video FaceTime chats (iPhone users). This well received, value-added service is now reserved solely for VIP Members, offering personalized assistance and direct contact with expert advice. This ensures VIP Members experience the utmost convenience and efficiency in addressing plumbing concerns. With basic tools and guided support, you would be surprised at what we can diagnose and/or coach you through over the phone (or video). This unique service showcases our commitment to providing practical solutions and exceptional service.

### Financial Incentives Explanations, Terms & Conditions:

As a company, we incur an average credit card fee of about 3.5% from the various bank merchants. This will exceed \$250,000 in 2023. To offset some of this unrecoverable expense, in 2020 we implemented a 2% credit card transaction fee for customers choosing to OR needing to use their credit card for payments. As an added member benefit, VIP Members are exempt from the 2% credit card transaction fee. This measure ensures a more seamless & transparent transaction while rewarding our VIP Members with yet another cost-saving advantage and enhancing the overall value of the Earl's Plumbing VIP Membership.

Annually, we make significant investments to secure favorable bank rates, enabling affordable financing options for customers. Our Wells Fargo's 18 Months No Interest option typically starts at \$4,000, with other tiered options for 15, 12, & 6 Months. Exclusive to VIP Members ONLY, most transaction thresholds have been removed. VIP Member transactions over \$1,000 qualify for the 18 Months No Interest option, while ALL others qualify for 12 Months No Interest. This offers flexibility and cost-effective financing opportunities, reaffirming our commitment to providing VIP Members with convenient financial solutions for transactions of any size.