

CLIENT COMMERCIAL SCHEDULE

Package Comparison & Counting Schedule

The plain-English commercial schedule for per-branch capacity and service units.

DOCUMENT STATUS

Version 3.0 - updated 24 July 2026. Replace earlier versions. Where legal or insurance review is required, this document is a working draft until that review is recorded.

Package capacities

Service	Silver	Gold	Platinum	Platinum Plus reference
Enquiry responses	75	150	225	350
Direct letters	10	20	30	50
Listing packages	6	12	18	25
Social items	8	15	24	36
Viewing cases	-	25	40	60
Vendor Care active properties	Add-on	10	20	30
Progression packs	-	-	30	60
Lead-farming campaigns	-	Order Form	1	2
Review items	Order Form	10	20	30

HOW TO READ THE TABLE

The figures are typical maximums, not cumulative entitlement to every maximum simultaneously. The signed Order Form records the branch's expected workload mix and any adjustments.

What counts as one item?

Service unit	Definition
Enquiry response	One response prepared for one genuine inbound enquiry. A revision is not a new item; a materially new enquiry is.
Direct letter	One new communication for one recipient, property and purpose. A different recipient, property, purpose or materially different brief is a new item.
Listing-copy package	One property package containing the agreed description, portal summary and brochure copy. The components do not count separately.
Social-content item	One core post or concept. Normal platform adaptations are included unless the Order Form says otherwise.
Viewing follow-up case	One viewing event. Viewer, vendor and buyer follow-up drafts from the same viewing count as one case.
Vendor update	One property/vendor update for one scheduled cycle. A batch for 20 properties creates 20 atomic updates.
Sales-progression pack	One active matter for one reporting cycle, including the agreed related drafts.
Lead-farming campaign	One branch, channel, audience/geographic area, proposition and core copy item for up to 250 standard-merge recipients.

Service unit	Definition
Review item	One review request or one review-response draft.
High-risk escalation	Tracked as an escalation, not as a completed customer letter unless a reviewed usable draft is produced.

Count point

A service item counts when the first human-approved usable version is ready for the branch. Internal AI attempts, quality-control retries, failed drafts, cancellations before readiness and test work do not consume capacity.

Revisions

Situation	Treatment
First or second client-requested revision within the same brief	Included; no new item.
Correction required because of a Tiffbox error	Included; does not use the client revision allowance.
Third or later client-requested round	Fair-use review; no automatic charge.
Different recipient, property, purpose or material rebrief	New item.
Revisions requested on more than 20% of monthly items	Branch instruction/profile review.
More than 10% of items need 3+ rounds	Commercial and quality review.

Lead-farming campaign

One campaign covers one branch, one channel, one audience/geographic area, one proposition and one core copy item for up to 250 recipients using standard merge fields. A different channel, area, audience, proposition or core copy is a new campaign. Materially personalised recipients count as direct letters.

Vendor Care

Vendor Care is sold by active property allowance; the Hub records each property update individually. Silver + Vendor Care includes 10 active properties, Gold 10, Platinum 20 and the Platinum Plus reference 30.

Capacity status

Status	Meaning
Normal	Below 75% of the agreed capacity.
Warning	75% or more; internal monitoring.
Near limit	90% or more; forecast and approval-ready notice.
At limit	Included capacity reached; no automatic charge.
Grace	A discretionary one-off allowance of up to 10%.

Status	Meaning
Over capacity	Capacity pack, scope change or package review required.

Capacity packs

Pack	Price
50 additional enquiry responses	£125
25 additional direct letters	£175
10 additional listing-copy packages	£300
25 additional viewing follow-up cases	£150
10 additional active Vendor Care properties	£100
20 additional sales-progression packs	£200
Blended Growth Pack: 50 enquiries, 15 letters, 5 listings, 20 viewing cases	£450