



CLIENT PRICE GUIDE

Price & Package Guide

Clear per-branch pricing, included capacity, add-ons and expansion options.

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.

SIMPLE PRICING, PER BRANCH

Every branch receives its own workspace, capacity, property register, access controls, reports and service measurement. All prices shown are per branch, per calendar month, unless expressly stated otherwise.

Included with every package

- Agency brand and compliance profile setup.
- Customer letters in the agency's branding; reports in Tiffbox branding.
- Human checking before customer-facing work is ready for the branch.
- Missing facts flagged rather than invented.
- Two client-requested revision rounds per item within the same brief.
- Tiffbox-error corrections without charge or revision use.
- Monthly report and secure report history.
- AI, normal report rendering, email delivery and platform usage within the agreed capacity.
- No charge by AI token or technical credit.

Package comparison

Monthly branch capacity	Silver £495	Gold £795	Platinum £1,250	Platinum Plus from £1,895
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	Add-on	10 active properties	20 active properties	30 active properties
Progression packs	-	-	30	60
Lead-farming campaigns	-	Order Form	1	2
Review items	Order Form	10	20	30
Normal target	24 working hours	4 working hours	2 working hours	Order Form

IMPORTANT

These figures are typical maximums for each workflow, not cumulative entitlements to consume every maximum simultaneously. The expected monthly workload mix for the branch is recorded in the Order Form.

Setup and pilot

Item	Charge
Silver or Gold branch setup	£250

Item	Charge
Additional branch onboarded in the same coordinated rollout	£150
Platinum setup	Waived
Eight-week pilot	First month half price; setup fee waived; one nominated branch unless agreed otherwise

Add-ons

Add-on	Price	Included
Vendor Care for Silver	£150 per branch/month	Up to 10 active properties, one scheduled update per active property per week.
Ellie AI phone answering	£199 per branch/month	300 connected AI minutes, call capture and monthly usage statement.
Ellie additional usage	50p per connected minute	Connected seconds are totalled monthly and rounded up once to the next whole minute.

Additional branch capacity

One-month capacity pack	Price per branch
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

A pack is added only after prior agreement. It applies to the named branch and calendar month, and does not renew automatically unless the Order Form says it is recurring.

What counts as a new item?

Service	Counting rule
Enquiry response	One response prepared for one genuine inbound enquiry. A revision is not a new item; a materially new enquiry is.

Service	Counting rule
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.

Revisions

Two client-requested revision rounds are included with each item, provided the recipient, property, purpose and underlying facts remain substantially the same. Corrections required because of a Tiffbox error are always made without charge. A materially different brief is a new request.

Busy months and reasonable use

We monitor each branch separately and let you know before the agreed capacity is reached. A genuine one-off peak may be accommodated within a discretionary grace allowance of up to 10%. Where higher usage is material or recurring, we agree a one-month capacity pack or package change before treating the additional work as chargeable. Unused capacity does not roll forward or transfer to another branch.

Ellie minute calculation

Usage is measured while the caller is connected to Ellie. Connected time is recorded to the second, totalled for the calendar month and rounded up once to the next whole minute. Test calls, failed calls and unanswered calls are excluded. Only the Ellie-handled part of a transferred call counts where it can be measured reliably.

Commercial notes

- No automatic capacity charge, pack or package change.
- Target turnaround applies during normal operating capacity and working hours.
- Legal, tax, valuation and other professional-advice work is excluded or escalated.
- Prices are subject to the VAT treatment stated in the signed Order Form. This guide does not assume Tiffbox's VAT status.
- The signed per-branch Order Form is authoritative for exact scope, price, capacities and exclusions.