

TCRC-Ezzey Strategic Partnership Proposal

Accelerating Growth Together – Let's Align on Scope & Structure

Looking forward to walking through this proposal, locking in the agreement, and going live **within 10 days of first-month deposit**.

Executive Summary

This comprehensive proposal outlines a strategic partnership between Timeshare Cancellation Resource Center (TCRC) and Ezzey Digital Marketing to accelerate growth in both the timeshare cancellation and solar cancellation markets. Our approach combines Ezzey's proven digital marketing expertise with TCRC's industry knowledge to create a powerful alliance that delivers exceptional results.

Key Partnership Benefits

- **Rapid Market Entry:** Leverage Ezzey's proprietary systems to quickly establish market presence
 - **Performance-Based Structure:** Align success metrics with business objectives
 - **Scalable Growth Platform:** Build sustainable systems for long-term expansion
 - **Mutual Success Incentives:** Shared risk and reward model
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About the Alliance

Timeshare Cancellation Resource Center (TCRC)

TCRC is a leading provider of timeshare cancellation services, helping consumers escape unwanted timeshare contracts through legal and ethical means. With a proven track record of successful cancellations and a commitment to consumer protection, TCRC has established itself as a trusted name in the industry.

Ezzey Digital Marketing

Ezzey is a performance-driven digital marketing agency specializing in high-conversion campaigns for service-based businesses. Our proprietary systems and data-driven approach have helped companies scale to seven-figure ad spend while maintaining strong return on investment.

Strategic Synergies

The TCRC-Ezzey alliance creates unique competitive advantages:

- **Combined Expertise:** TCRC's industry knowledge + Ezzey's marketing systems
 - **Proprietary Resources:** Access to Ezzey's premium display network and Google Accelerator program
 - **Market Expansion:** Opportunities in both timeshare and solar cancellation markets
 - **Performance Optimization:** Advanced tracking and AI-driven lead scoring
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Current Situation Analysis

Market Opportunity

The timeshare cancellation market represents a significant opportunity with growing consumer awareness and demand for legitimate exit solutions. Key market indicators include:

- **Increasing Consumer Awareness:** More consumers seeking legal alternatives to timeshare contracts
- **Regulatory Support:** Growing regulatory scrutiny of timeshare industry practices
- **Market Fragmentation:** Opportunity to establish dominant market position
- **Digital Transformation:** Shift toward online lead generation and customer acquisition

Digital Marketing Challenges

Current digital marketing efforts face several challenges:

- **Limited Scale:** Existing campaigns lack the volume needed for optimal performance
- **Inefficient Targeting:** Broad targeting approaches result in higher costs per lead

- **Conversion Optimization:** Opportunities to improve funnel performance and lead quality
- **Competitive Landscape:** Need for sophisticated strategies to compete effectively

Opportunity Assessment

Our analysis identifies significant opportunities for improvement:

- **Search Engine Optimization:** Untapped potential in organic search visibility
 - **Paid Advertising Efficiency:** Opportunities to reduce cost per acquisition
 - **Conversion Rate Optimization:** Potential to improve lead-to-customer conversion
 - **Market Expansion:** Growth opportunities in adjacent markets (solar cancellation)
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Our Approach

1. Rapid Build & Launch – First 60 Days

Goal: Stand up a high-volume Google engine for each brand (Timeshare & Solar) that meets our mutually agreed KPIs.

What We Handle & Why It Matters

What We Handle	Why It Matters
Deep data-mining & keyword architecture	Eliminates wasted spend and boosts quality scores fast
Offer & funnel calibration on MVP pages (hosted on our sub-domain)	Lets us AB-test safely and pivot in hours, not weeks
Enterprise-grade conversion tracking, call routing & AI lead-scoring	Every click is traceable from ad to closed deal

Investment: \$12K per brand, per month during this phase.

2. Performance & Success Fees – Months 3-12

- **Management & execution: 18% of ad spend + success fees** — nothing else (minimum \$12K/brand/month).
- **12-month agreement** with a **6-month KPI checkpoint**. If we're not beating the metrics we set together, you have an early off-ramp—provided we get a 30-day window to adjust (we plan on smashing them).

- **Minimum monthly spend: \$50K per brand** once we enter this stage—keeps senior talent glued to your accounts and accelerates learning loops.
- **Success fees** activate after Day 60 once benchmark KPIs are hit.
- **IP ownership:** After 12 months, you own all campaign IP we create (landing pages, creative, data models, automations). You keep the assets; we keep driving the growth that makes them outperform.

3. Future Upside

In the first 60 days we'll lock in upside incentives tied to performance. We start with Google, then layer in proven scale levers through **our proprietary premium network** built around Display, Retargeting, TikTok, Email, SMS/Text, Ringless Voicemail, and **data mining**. Goal: scale hard while keeping CAC aligned with LTV. When you see us kicking butt, we scope and bolt on the next channel—no surprises.

4. Collaboration with Your Creative/Web Team

Love that you have in-house talent. **We'll specify exactly what's required for them to build** (i.e. copy, wireframes, testing matrices). If their assets convert, perfect. If not, **we'll scope & quote the rebuild and handle it**. We'll also provide exact specs for pixel/tag/API wiring; your devs can implement, and our team will QA.

Strategic Synergies

Market Expansion Synergies

Spanish Market Expertise

- **Bilingual Campaign Development:** Native Spanish-speaking team members for authentic messaging
- **Cultural Adaptation:** Understanding of Hispanic market preferences and communication styles
- **Regulatory Compliance:** Knowledge of Spanish-language advertising requirements
- **Market Penetration:** Proven strategies for reaching Hispanic consumers effectively

Solar Cancellation Market Development

- **Adjacent Market Opportunity:** Natural extension of timeshare cancellation expertise
- **Shared Consumer Base:** Overlap between timeshare and solar contract issues

- **Regulatory Knowledge:** Understanding of consumer protection laws across industries
- **Cross-Selling Opportunities:** Potential for service expansion and revenue diversification

Technology and Data Integration

Advanced Data Integration

- **Unified Customer Journey:** Complete view of customer interactions across all touchpoints
- **Predictive Analytics:** AI-driven insights for lead scoring and conversion optimization
- **Real-Time Optimization:** Dynamic campaign adjustments based on performance data
- **Cross-Platform Attribution:** Accurate tracking of multi-channel customer acquisition

AI-Driven Optimization

- **Machine Learning Models:** Continuous improvement of targeting and bidding strategies
- **Automated Testing:** Systematic optimization of ad creative and landing pages
- **Predictive Lead Scoring:** Identification of highest-value prospects
- **Dynamic Content Personalization:** Customized messaging based on user behavior

Operational Excellence

Performance-Based Alliance Structure

- **Aligned Incentives:** Success fees tied to actual business outcomes
 - **Risk Mitigation:** Shared investment in campaign performance
 - **Scalable Growth:** Fee structure that supports aggressive expansion
 - **Transparent Reporting:** Real-time access to all performance metrics
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Implementation Plan

Phase 1: Foundation & Launch (Days 1-60)

Week 1-2: Strategic Planning & Setup

- **Market Research & Analysis:** Deep dive into target audiences and competitive landscape
- **Campaign Architecture:** Design comprehensive campaign structure for both brands
- **Tracking Implementation:** Set up enterprise-grade conversion tracking and analytics
- **Creative Development:** Initial ad creative and landing page development

Week 3-4: Campaign Launch

- **Google Ads Launch:** Deploy initial campaigns with conservative budgets
- **Performance Monitoring:** Daily optimization and performance analysis
- **A/B Testing:** Systematic testing of ad creative and landing pages
- **Lead Quality Assessment:** Evaluation and optimization of lead scoring models

Week 5-8: Optimization & Scale

- **Budget Scaling:** Gradual increase in ad spend based on performance
- **Audience Expansion:** Broaden targeting based on successful segments
- **Conversion Optimization:** Continuous improvement of funnel performance
- **Reporting & Analysis:** Comprehensive performance review and strategy refinement

Phase 2: Growth & Expansion (Days 61-180)

Advanced Campaign Development

- **Multi-Channel Expansion:** Launch campaigns across additional platforms
- **Advanced Targeting:** Implementation of sophisticated audience segmentation
- **Creative Scaling:** Development of extensive ad creative libraries
- **Automation Implementation:** Deploy AI-driven optimization tools

Performance Optimization

- **Advanced Analytics:** Implementation of predictive modeling and forecasting
- **Conversion Rate Optimization:** Systematic testing and improvement of landing pages

- **Lead Nurturing:** Development of automated follow-up sequences
- **Quality Assurance:** Continuous monitoring and improvement of lead quality

Phase 3: Scale & Domination (Days 181-365)

Market Leadership

- **Competitive Advantage:** Establish dominant position in target markets
- **Brand Development:** Build strong brand presence and recognition
- **Market Expansion:** Enter new geographic markets and customer segments
- **Innovation:** Continuous development of new marketing strategies and tactics

Long-Term Growth

- **Sustainable Systems:** Build scalable processes for continued growth
 - **Team Development:** Expand and train internal marketing capabilities
 - **Technology Integration:** Implement advanced marketing technology stack
 - **Strategic Planning:** Develop long-term growth and expansion strategies
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Investment Structure

Management Fee Details

Billing Information

- **Billing Frequency:** Monthly
- **Payment Terms:** Due on 30 day interval
- **First Payment:** Upon contract signing
- **Payment Method:** ACH
- **Late Fee:** 1.5% per month

Contract Terms

- **Initial Term:** 12 months
 - **Renewal:** Automatic monthly renewal
 - **Termination Notice:** 30 days written notice after 9 months
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Why This Works

- **Wicked-smart launch:** Our playbook has already scaled companies to seven-figure ad spend while holding **2-4× ROAS**.

- **Massive ROMS:** At **\$100K/month** ad spend, a **3-4× ROAS** yields **\$300-400K** in revenue. Against a **\$12K minimum (or 18% = \$18K) fee**, that's a **17-22× return on marketing spend** from our execution.
- **Mutual skin in the game:** Success fees only trigger when we hit the numbers we've set together.

Competitive Advantages

Proprietary Resources

- **Premium Display Network:** Access to exclusive inventory and preferential pricing
- **Google Accelerator Program:** Advanced features and support not available to typical advertisers
- **AI-Powered Optimization:** Proprietary algorithms for campaign optimization
- **Industry Expertise:** Deep knowledge of consumer protection and cancellation markets

Performance Track Record

- **Proven Results:** Consistent delivery of 2-4× ROAS across multiple industries
 - **Scalable Systems:** Successfully scaled campaigns to seven-figure monthly ad spend
 - **Client Retention:** High client satisfaction and long-term partnerships
 - **Innovation Leadership:** Continuous development of cutting-edge marketing strategies
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Performance Metrics

Key Performance Indicators

All specific metrics will be determined during the MMP (Master Marketing Plan) creation phase based on current baseline performance and business objectives. Initial KPIs will include:

Lead Generation Metrics

- **Lead Volume:** TBD during MMP creation
- **Cost Per Lead (CPL):** TBD during MMP creation
- **Lead Quality Score:** TBD during MMP creation
- **Conversion Rate:** TBD during MMP creation

Revenue Metrics

- **Customer Acquisition Cost (CAC):** TBD during MMP creation
- **Return on Ad Spend (ROAS):** TBD during MMP creation
- **Customer Lifetime Value (CLV):** TBD during MMP creation
- **Revenue Growth:** TBD during MMP creation

Operational Metrics

- **Campaign Performance:** TBD during MMP creation
 - **Market Share Growth:** TBD during MMP creation
 - **Brand Awareness:** TBD during MMP creation
 - **Competitive Position:** TBD during MMP creation
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Client Success Stories

TCRC Client Success Stories

"TCRC helped us escape our timeshare nightmare. After years of trying to get out of our contract, they made it happen in just 6 months. Professional, reliable, and effective." - **Sarah M., Phoenix, AZ**

"We were skeptical at first, but TCRC delivered exactly what they promised. No more maintenance fees, no more pressure tactics. We're finally free!" - **Robert and Linda K., Denver, CO**

"The team at TCRC was incredible. They kept us informed throughout the entire process and achieved results when others couldn't. Highly recommended." - **Michael T., Orlando, FL**

Ezzezy Client Success Stories

"Ezzezy transformed our digital marketing. In 6 months, they increased our leads by 300% while reducing our cost per acquisition by 40%. Outstanding results." - **Jennifer L., CEO, Solar Solutions Inc.**

"Working with Ezzezy was a game-changer. Their data-driven approach and proprietary systems delivered results we never thought possible. True marketing partners." - **David R., Founder, Home Services Pro**

"The ROI we've achieved with Ezzey is incredible. They don't just run ads – they build complete growth systems. Best marketing investment we've ever made." - **Amanda S., VP Marketing, Legal Services Group**

Next Steps

Let's confirm our call, finalize signatures, and have campaigns live within 10 business days of deposit receipt.

Immediate Actions

1. **Strategy Session:** Schedule comprehensive planning meeting
2. **Contract Execution:** Finalize partnership agreement
3. **Campaign Setup:** Begin immediate implementation
4. **Performance Tracking:** Establish baseline metrics and KPIs

Timeline

- **Week 1:** Contract signing and initial setup
 - **Week 2:** Campaign development and testing
 - **Week 3:** Full campaign launch
 - **Week 4:** Initial performance review and optimization
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Featured Publications

Ezzey has been featured in leading industry publications:

[Forbes](#) - Website optimization strategies

[Entrepreneur](#) - Scaling business infrastructure

[MarketingProfs](#) - Digital marketing budgets

[MarTech.zone](#) - Marketing technology insights

[CEO World](#) - Growth hacking strategies

This proposal represents a comprehensive strategic partnership designed to accelerate growth and establish market leadership in the timeshare and solar cancellation industries. Through our combined expertise, proprietary resources, and performance-based approach, we will create sustainable competitive advantages and deliver exceptional results for all stakeholders.