

AJA ALIA™ INSTITUTE

Client Agreement™

Luxury Booking Infrastructure Review™

v1.2

This Agreement governs the delivery of the Luxury Booking Infrastructure Review™ provided by AJA ALIA™ Institute. The Review is a diagnostic engagement designed to evaluate publicly visible trust signals, booking infrastructure, and pre-booking client experience through the Institute's Five Certainty Signals™ framework.

This Luxury Booking Infrastructure Review™ Client Agreement ("Agreement") is entered into as of [DATE] ("Effective Date"), by and between:

Service Provider: _____

AJA ALIA™ Institute, a sole proprietorship, located at 2100 Redondo Beach Blvd., Suite C410, Torrance, CA 90504 ("Provider").

Client: _____

[CLIENT LEGAL NAME], located at [CLIENT ADDRESS] ("Client").

Business/Website Under Review: _____

Provider and Client may each be referred to individually as a "Party" and collectively as the "Parties."

1. Scope of Review

Provider will conduct a written Luxury Booking Infrastructure Review™ (the "Review") of Client's publicly available booking experience, evaluated across the Five Certainty Signals™ — Business Certainty™, Expertise Certainty™, Reputation Certainty™, Identity Certainty™, and Process Certainty™.

The Review may include an evaluation of:

- Client's website and booking flow
 - Public social media profiles (e.g., Instagram, Facebook)
 - Google Business Profile and publicly visible reviews
 - Publicly available booking, intake, or scheduling links
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The Review does not include:

- Implementation, design, or development work of any kind
- Access to Client's private analytics, CRM, or financial data unless separately provided and agreed
- Live consultation calls, unless separately purchased
- Ongoing advisory support after delivery of the Review (see Provider's separate Consulting Services Agreement, if applicable)

2. Information Provided by Client

Client is responsible for ensuring that any links, screenshots, or information provided to Provider for purposes of the Review are accurate and current as of the date provided. Provider's findings and recommendations are based solely on the information and public materials available to Provider at the time of Review, and Provider is not responsible for conclusions affected by inaccurate, outdated, or incomplete information supplied by Client.

3. Deliverables

Provider will deliver a written diagnostic report (the "Findings Report") identifying observations across the Five Certainty Signals™ framework, in digital format (PDF). The Review is a written diagnostic; it does not include a live call unless separately purchased as an add-on.

Package/Tier: _____

4. Review Activation

The Review is not considered active until the Client Agreement™, the Confidential Information & Mutual Non-Disclosure Agreement™, and the required Review Intake Questionnaire™ have been fully completed and received by Provider. Purchase or payment alone does not activate the Review.

Review timelines under Section 5 (Turnaround Time) begin on the date all required onboarding materials have been received by Provider — not on the date of purchase or payment.

5. Turnaround Time

Provider will use commercially reasonable efforts to deliver the Findings Report within [7-14] business days of Review Activation under Section 4. Turnaround time may be extended if Client does not provide requested information promptly.

6. Advisory Nature of Recommendations

The Findings Report contains observations and recommendations only. It is advisory in nature. Provider does not implement, build, or execute any recommendation contained in the Findings Report as part of this Agreement — implementation responsibility remains solely with Client,

whether performed by Client directly or contracted separately (including through a separate agreement with Provider).

Provider makes no guarantee, express or implied, regarding bookings, leads, inquiries, revenue, search engine rankings, or any other business outcome resulting from the Review or from acting on its recommendations. Results depend on factors outside Provider's control, including whether and how Client implements the recommendations provided.

7. Professional Judgment

Client acknowledges that the Findings Report reflects Provider's professional observations, analysis, and judgment based on the information available to Provider at the time of Review. Reasonable professionals evaluating the same materials may reach different conclusions. The Findings Report represents Provider's assessment, not an objective or exhaustive determination of Client's business or booking infrastructure.

8. No Professional Advice

The Findings Report does not constitute legal, financial, tax, accounting, psychological, medical, or other licensed professional advice. Nothing in the Findings Report should be relied upon as a substitute for such advice. Client is responsible for obtaining appropriate professional guidance, from a qualified licensed professional, where such guidance is needed.

9. Acknowledgment of Findings

By accepting delivery of the Findings Report, Client acknowledges that: the Report has been received; its contents are recommendations, not instructions; implementation of any recommendation is optional and at Client's discretion; and any results Client experiences depend substantially on Client's own execution and on factors outside Provider's control.

10. Fees & Payment

Review Fee: \$297

The Review Fee is due in full at the time of booking. Because the Review involves Provider's time and expertise beginning at booking, the Review Fee is non-refundable once Provider has begun work on the Review, except where required by law.

11. Intellectual Property & Framework Ownership

The Five Certainty Signals™, Certainty Creates Capacity™, Trust Infrastructure™, Infrastructure Observation™, Luxury Booking Infrastructure™, and all related AJA ALIA™ Institute frameworks, terminology, methodology, and diagnostic structure (collectively, the "Frameworks") are the sole intellectual property of Provider, regardless of their use or reference within the Findings Report delivered to Client.

Client receives a limited, non-exclusive license to use the Findings Report for Client's own internal business purposes only. Client may not redistribute, resell, rebrand, repackage, publicly republish, or use the Frameworks or the Findings Report to train, advise, or consult other businesses, without Provider's prior written permission.

12. Confidentiality

Each Party agrees to keep confidential any non-public business, financial, or technical information disclosed by the other Party in connection with the Review, and to use it only for purposes of completing or receiving the Review, except as required by law. Where the Review requires access to non-public systems or data, the Parties may execute a separate Mutual Non-Disclosure Agreement in addition to this Section.

13. Independent Contractor

Provider is an independent contractor, not an employee, partner, or joint venturer of Client. Nothing in this Agreement creates an employment, agency, or partnership relationship between the Parties.

14. Limitation of Liability

To the fullest extent permitted by law, Provider's total liability arising out of or related to this Agreement will not exceed the total Review Fee actually paid by Client. In no event will either Party be liable for indirect, incidental, special, or consequential damages, including lost profits or lost business, even if advised of the possibility of such damages.

15. Termination

Either Party may terminate this engagement prior to delivery of the Findings Report with written notice. If Client terminates after Provider has begun work, the Review Fee is non-refundable per Section 10. If Provider terminates without cause before beginning work, Provider will refund the Review Fee in full.

16. Governing Law & Dispute Resolution

This Agreement is governed by the laws of the State of California, without regard to conflict-of-law principles. The Parties agree to first attempt to resolve any dispute informally; if unresolved after [30] days, the Parties agree to submit the dispute to mediation. If the dispute remains unresolved following mediation, the Parties agree to the exclusive jurisdiction of the courts located in Los Angeles County, California.

17. Entire Agreement

This Agreement constitutes the entire agreement between the Parties regarding the Review and supersedes any prior discussions or proposals regarding it. Any amendment must be in writing and signed by both Parties.

AGREED AND ACCEPTED

AJA ALIA™ Institute (Provider)

Signature: _____
Name: _____
Date: _____

[CLIENT LEGAL NAME] (Client)

Signature: _____
Name: _____
Date: _____