

KRAFT AGENCY LIMITED · COUNTY GALWAY

Service Agreement

Marketing & booking-platform services for heritage estates — turning your own website into your best-performing, highest-margin sales channel.

PREPARED FOR

DATE

The agreement

This agreement sets out the terms on which Kraft Agency Limited (trading as "Steward", "we") will provide services to the Client named below.

THE PARTIES

PROVIDER

Kraft Agency Limited

Ballinderry Park
Kilconnell, Co. Galway
Ireland

CLIENT — COMPANY / TRADING NAME

ESTATE / PROPERTY NAME

REGISTERED ADDRESS

TOWN / COUNTY

EIRCODE

PRIMARY CONTACT

ROLE / TITLE

EMAIL

PHONE

YOUR PLAN

- Fixed — €2,800 / month
- Performance — 15% of bookings via Steward (€2,000 / month minimum)
- Billing: Monthly Annual — save 10%

EVERY PLAN INCLUDES

- ✓ Conversion-built website
- ✓ Google Ads management
- ✓ Quotes, payments & automation
- ✓ Full booking & CRM platform
- ✓ SEO & content
- ✓ OTA channel sync, reporting & support

Commercial terms

Fixed fee	€2,800 per month. Pay 12 months in advance to save 10%.
Performance fee	15% of bookings processed through Steward, with a €2,000 monthly minimum.
Ad spend	Billed at cost (approx. €2,200 / month to start), separately and in addition.
Website	€4,000 one-off build, payable on signing.
Term	12 months, then continues monthly; 30 days' written notice to end after the initial term.
Your data	Always yours. No OTA-style booking commission beyond the Performance share, if selected.

PAYMENT

BILLING CONTACT

BILLING EMAIL

Card (secure Stripe link) Direct debit

Card and direct-debit details are set up securely after signing — never collected on paper. Ad spend is charged at cost with no markup.

WHY ESTATES CHOOSE STEWARD

9.6×

Return on ad spend at Ballinderry Park

92%

Of enquiries direct — not via the OTAs

€128k

Booked in under three months

Terms

1. Services

We provide the website, the Steward booking & marketing platform, and the managed marketing services indicated, using reasonable skill and care. Results are not guaranteed.

2. Fees & payment

Fees are as set out above, exclusive of VAT where applicable. Monthly fees are due in advance and invoices payable within 7 days. The one-off website fee is due on signing.

3. Ad spend

Advertising budget is the Client's and is billed at cost. We manage campaigns on the Client's behalf; the Client authorises us to operate their advertising accounts.

4. Term & renewal

The initial term is 12 months from the start date, continuing monthly thereafter. Either party may end the agreement after the initial term on 30 days' written notice.

5. Intellectual property & data

The Client's data, bookings and guest relationships remain the Client's property at all times. The Steward platform, software and templates remain ours, licensed for use during the term.

6. Confidentiality

Each party will keep the other's confidential information private and use it only to perform this agreement.

7. Liability

Neither party is liable for indirect or consequential loss. Our total liability is limited to the fees paid in the three months before a claim.

8. Governing law

This agreement is governed by the laws of Ireland and subject to the exclusive jurisdiction of the Irish courts.

SIGNATURES

SIGNED FOR THE CLIENT

SIGNED FOR KRAFT AGENCY LIMITED

SIGNATURE

SIGNATURE

PRINTED NAME

PRINTED NAME

TITLE

DATE

TITLE

DATE