



smrt.partner Program Guidelines

Welcome to the smrt.partner program!

To protect the smrt brand and set every partner up for success, we ask that you follow these guidelines whenever promoting, representing, or referring smrt, our AI Agents, or any related services. These guidelines supplement your smrt.partner Agreement and are a condition of continued participation.

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About smrt

smrt is not just another AI company. We believe AI is a tool—like your website, your online calendar, or your phone system. It should expand what real people can accomplish, not replace them. Our vision for AI Agents is rooted in support, efficiency, and empowerment. We design technology that lets humans focus on their unique strengths: relationships, strategy, creativity, and craftsmanship.

AI for Humans isn't just a tagline—it's our promise. At smrt, we reject the “race to the bottom” approach of cheap, generic bots and automated platforms that treat every business as the same. We know every business is unique, with its own voice, brand, and workflows. That's why every smrt AI Agent is built white-glove and done-for-you—never “set-and-forget,” never one-size-fits-all.

When you choose smrt, you're not getting a mass-produced tool or a faceless algorithm. You're getting a human-led, custom-designed AI Agent, built by real experts who take the time to understand your business. We work closely with each client, designing, testing, and refining their Agent until it truly fits—not just technically, but culturally and operationally.

Why does this matter?

Because when AI is built *for* your business, it becomes an engine for efficiency, growth, and better service—not a replacement, but a force multiplier. Our partners and clients see the difference immediately: better leads, happier customers, more five-star reviews, and teams freed up to do their best work.

In short:

We don't just add AI to your business. We add *smrt*—so you and your team can do more of what you're great at, with technology that's truly on your side.

Our Perspective on AI

At smrt, we see AI as the single biggest technological opportunity of our generation—on par with the arrival of the internet. When websites first launched, most businesses resisted: “Why would I need a website?” Today, if you don’t exist online, you’re invisible and at a severe disadvantage. We believe AI is at the same tipping point right now.

AI isn’t about replacing people—it’s about giving your business superpowers.

We understand there’s skepticism, and that’s healthy. Not everyone is ready to put AI on the front lines or make it the “voice” of their brand immediately (although with smrt, you can if you want to). Instead, we encourage you to think of AI Agents like a modern voicemail or auto-attendant—except way smarter.

If you had to choose:

- Would you rather have a customer leave a voicemail and *hope* you call back?
- Or have a customer get instant answers, get qualified, and move forward—all while you focus on your real work?

That’s the practical power of AI today. It’s a tool to amplify your output and radically improve customer experience—even if you’re not ready to go “all-in” right away. With smrt, AI is there to fill in the gaps, protect your opportunities, and help your business grow—on your terms, at your pace.

1. Brand Representation

- Always refer to the company as **smrt** (not “smrt.ist” unless referencing the website specifically).
- Use only approved logos, taglines, and brand colors provided in the partner resource kit.
- Do **not** alter, distort, or modify the smrt logo, brand marks, or official marketing materials.
- Do **not** create your own smrt-branded products, swag, or websites without written approval.
- Partners receiving revenue share must clearly communicate they are operating as independent resellers or affiliates—not as employees or agents of smrt.

2. Ethical Promotion

- Promote smrt, AI Agents, and related services honestly and accurately—never exaggerate features, make unsupported claims, or guarantee results not provided in official materials.
- Never use misleading, deceptive, or unethical tactics to secure a referral or close a sale.
- Only share pricing and offer details that are current and publicly available, or provided by smrt for partner use.
- Clearly disclose your partnership and commission arrangement with smrt if asked, or wherever legally required.

3. Compliance & Legal

- Follow all applicable laws and best practices regarding marketing, privacy, and communications—including anti-spam, data privacy, and advertising laws in your region.
- Do not use unsolicited bulk email (“spam”), robocalls, or any prohibited channels to promote smrt.
- Do **not** bid on “smrt,” “smrt.ist,” or any brand keywords for paid advertising (e.g., Google Ads) without written permission from smrt.
- Do not misrepresent the nature of smrt’s services, including the use and limitations of AI Agents or third-party integrations.

4. Client Interactions

- Always represent yourself as a **smrt partner** or affiliate—never as a smrt employee, agent, or official representative.
- Do **not** make commitments, sign contracts, or enter into any agreement on behalf of smrt.
- Forward all legal, compliance, or support questions you cannot answer to hello@smrt.ist.

5. Marketing Assets & Custom Materials

- Use only the latest, approved marketing assets provided in your partner resource kit or via the smrt partner portal.
- Do not create custom flyers, digital ads, or other materials with the smrt brand or logo unless approved in writing by smrt.
- Contact hello@smrt.ist to request additional resources or to get approval for any custom campaigns.

6. Professional Conduct & Enforcement

- Maintain professionalism, courtesy, and respect in all interactions with clients, prospects, other partners, and the smrt team.
- Report any misuse of the smrt brand, or any suspicious activity, immediately to hello@smrt.ist.
- **Violations:** Any breach of these guidelines may result in:
 - Removal from the smrt.partner program
 - Forfeiture of unpaid commissions
 - Potential legal action in cases of fraud, gross misrepresentation, or reputational harm
- Commission abuse (e.g., false referrals, unauthorized claims) will result in immediate removal and forfeiture of unpaid earnings.

7. Partner Compensation Structure

We offer two powerful ways to earn with the smrt.partner program:

1. Lead Referral (Warm Intro Only)

- Payout: \$200 one-time payment
- Trigger: Referral becomes an active paying client for at least 30 days
- Scope: You make a warm introduction. We handle the rest.

2. Full Sales Partner

- Payout: 20% of MRR for up to 12 months
- Trigger: You generate, close, and hand off the client
- Scope: You manage the sales process, bringing a ready-to-go customer who signs up with smrt using your checkout link.

We do all discovery, onboarding, support, and delivery post-sale.

Terms & Payment Schedule:

- All payouts require a signed Partner Agreement.
- No commissions paid on clients who cancel within 30 days.
- Full Sales Partner rev share ends after 12 months or if active sales involvement ends.
- MRR-based commissions are paid on a net-30 schedule, starting at the end of each client's completed service month. (e.g., If a client pays in June, partner is paid for June revenue at the end of July.)
- Partners are responsible for providing and maintaining accurate payment details.

8. Product & Pricing Reference

As of May, 2025 smrt's core products and pricing:

smrt.one

Plug Your Lead Leak — For Solo Operators & Lean Teams

- **\$199/mo + \$499 Setup (CAD)**
- **\$149/mo + \$359 Setup (USD)**
Includes your choice of smrt.phone or smrt.chat AI Agent.

What It Does:

- Instantly responds to every call, text, and chat—captures and qualifies leads before they go cold
 - Ideal for owner-operators or small teams who can't afford to lose another \$5k job
 - Focused on immediate lead capture and qualification—does **not** include full system or calendar integration, call transfers, or deep workflow automation
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smrt.ist

Automate & Integrate — For Scaling Teams

- **\$499/mo + \$999 Setup (CAD)**
- **\$359/mo + \$710 Setup (USD)**
Includes one advanced smrt.phone or smrt.chat AI Agent.

What It Does:

- Full system integration: AI Agent books directly into your calendar, transfers calls, automates follow-ups, syncs with CRM, and supports multi-user teams
 - Advanced workflows and reminders keep the pipeline flowing and maximize every lead
 - Designed for growing businesses ready to automate, delegate, and scale beyond basic lead capture
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smrt.agent

Add-On AI Agent

- **\$249/mo + \$199 Setup (CAD)**
- **\$179/mo + \$149 Setup (USD)**
Add an extra AI Agent (smrt.chat or smrt.phone) for additional channels/coverage.

What It Does:

- Instantly handle more chats, calls, or DMs—qualifying, booking, and responding 24/7
-

smrt.unlimited

Unlimited AI Conversations

- **\$209/mo (CAD)**
 - **\$149/mo (USD)**
Unlimited AI calls and chats across all your smrt Agents (carrier/SMS fees may apply).
- What It Does:**
- Never worry about AI usage limits—perfect for high-volume businesses or busy seasons
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9. Capabilities, Integrations & Custom Services

Included Native Integrations:

- Facebook comments and DMs
- Instagram comments and DMs
- Live calendar booking (Google Calendar)
- Email (send/receive and automated sequences)
- Texting (SMS/MMS)
- Google Reviews
- WhatsApp
- Review requests (your choice of platform)
- Website chat widget

Custom Services & Expanded Capabilities:

smrt also offers custom solutions for businesses that need more advanced features, integrations, or workflows—including:

- Calendar & scheduling
- Text and email marketing campaigns
- Facebook & Instagram Ads Manager integration
- Landing page & funnel builder
- QuickBooks (QB) sync
- Missed call—auto text response
- Invoicing, quoting, and payments (POS and online payments)
- Lead & opportunity tracking
- Social media planner
- Contracts & document automation
- Advanced CRM features
- Payment processing

- Social media management
- Online booking systems
- Custom sales funnels & pipelines
- Custom business automation and systems build-outs
- Integration with a wide range of third-party platforms (by quote)

Questions about third-party integrations, automations, or custom solutions?

Contact us at hello@smrt.ist and our team will confirm what's possible or design a solution for your business.

10. What Partners Can & Can't Promise About smrt AI Agents

You Can Promise About smrt AI Agents:

- 24/7 instant response and lead qualification—AI Agents answer calls, texts, and chats so no inquiry goes cold
- Fully managed service—smrt handles setup, support, and ongoing updates for every AI Agent
- Fast build—most AI Agents are live within 7 days after discovery and setup are complete

You Cannot Promise About smrt AI Agents:

- Guaranteed business outcomes, specific job bookings, or revenue (AI Agents maximize response, but outcomes depend on many factors outside AI)
- Features or integrations not listed in the current capabilities or custom services sections
- “Set-and-forget” operation—AI Agents require occasional oversight, updates, and client collaboration to perform at their best

11. Top Objections & Answers (Quick FAQ)

Q: Is this going to replace my staff?

A: No—smrt's AI Agents supplement your team, handling first responses so you never miss a lead.

Q: Is it hard to set up?

A: No—smrt handles all setup, support, and ongoing updates.

Q: Can I use smrt with [my CRM/tool]?

A: Most likely—smrt integrates with most leading platforms. If you're unsure, just ask.

Q: What if I want to cancel?

A: smrt has straightforward cancellation policies—partners and clients can email hello@smrt.ist at any time.

12. Need Help?

We're here to support your success! If you're unsure about any marketing tactic, asset, or messaging, reach out to us at hello@smrt.ist for quick guidance.

Legal & Resources

By participating in the [smrt.partner](#) program, you agree to our [Terms of Service](#) and [Privacy Policy](#).

Please review these documents regularly for updates.

Thank you for helping us build a trusted, respected, and results-driven partner network.
Let's grow smrt-er—together.