

BOOK CREW LLC

Plans, Pricing & Terms of Service

Effective 2026 | getbookcrew.com | support@bookcrew.io

This document contains BookCrew's full pricing structure, plan feature breakdown, usage limits, early adopter program terms, and complete Terms of Service. Please read it carefully before subscribing.

PLANS AND PRICING

All plans include the customer booking portal, owner dashboard, calendar, and appointment management. No setup fees. No contracts. Cancel anytime.

| | BASIC | PRO | GROWTH |
|----------------------------|------------|---------------|---------------|
| Monthly Price | \$49/mo | \$99/mo | \$199/mo |
| Annual (save 15%) | \$41.65/mo | \$84.15/mo | \$169.15/mo |
| Services | Up to 5 | Unlimited | Unlimited |
| Customers | Up to 30 | Unlimited | Unlimited |
| SMS Included / Month | — | 500 | 1,500 |
| Emails Included / Month | — | 2,000 | 10,000 |
| SMS Overage Rate | — | \$0.02/msg | \$0.015/msg |
| Email Overage Rate | — | \$0.001/email | \$0.001/email |
| Booking Confirmation (SMS) | — | Yes | Yes |
| 24hr Appointment Reminder | — | Yes | Yes |
| Cancellation Notice | — | Yes | Yes |
| Owner New Booking Alert | — | Yes | Yes |
| Owner Daily Digest (8pm) | — | Yes | Yes |

| | | | |
|-------------------------------|----------|------------------|------------------|
| Online Payments via Stripe | — | — | Yes |
| Deposit Collection at Booking | — | — | Yes |
| Cancellation Fee Enforcement | — | — | Yes |
| Platform Transaction Fee | — | Stripe rate only | Stripe rate only |
| Revenue Reports | — | Yes | Yes |
| Customer Notes and History | Basic | Full | Full |
| Branded Booking Page URL | — | — | Yes |
| Email Support | Standard | Standard | Priority |
| Monthly Onboarding Call | — | — | Yes |
| Early Feature Access | — | — | Yes |
| 14-Day Free Trial | — | Yes (no CC req.) | — |

Prices in USD. Annual billing saves 15% on Pro and Growth plans.

EARLY ADOPTER PROGRAM

To recognize the businesses that join BookCrew first, we offer a tiered early adopter incentive. These terms apply automatically based on your signup order and are applied to whichever paid plan you select.

| SIGNUP ORDER | INCENTIVE | CONDITIONS |
|-------------------------|--------------------------------|---|
| Customers 1 through 3 | 60-day free trial on any plan | No credit card required during trial. Full access to selected plan features. |
| Customers 4 through 10 | 50% off for the first 3 months | Discount applied to monthly rate. Reverts to standard pricing after 3 months. |
| Customers 11 and beyond | Standard pricing | 14-day free trial available on Pro plan. |

Early adopter slots are assigned based on the date of first paid subscription or free trial activation. BookCrew reserves the right to close the early adopter program at any time. Existing early adopter terms are honored for their full promotional period once granted.

USAGE LIMITS AND OVERRAGES

| LIMIT | WHAT HAPPENS |
|-----------------------------|---|
| Basic: 30 customers reached | New public bookings pause. Existing data untouched. Upgrade to Pro to resume. |

| | |
|-----------------------------|--|
| Basic: 5 services reached | Edit or swap services freely. Cannot add new ones until upgrade. |
| Pro SMS over 500/month | \$0.02 per extra message billed at end of cycle. Email warning at 80% usage. |
| Growth SMS over 1,500/month | \$0.015 per extra message billed at end of cycle. Email warning at 80% usage. |
| Pro or Growth email overage | \$0.001 per extra email. Email warning at 80% usage. Rarely applies in practice. |

FREQUENTLY ASKED QUESTIONS

Can I cancel anytime?

Yes. No contracts, no fees. Cancel before your next billing date and you keep access until the period ends. No partial refunds for unused days.

Is there a free trial?

Yes. 14 days free on the Pro plan with no credit card required. At the end you choose a plan or your account pauses with no charge. Early adopter customers 1 through 3 receive a 60-day free trial on any plan.

Can I switch plans mid-month?

Upgrading is immediate with prorated billing. Downgrading takes effect at the start of your next billing cycle.

Do customers need an account to book?

No. The booking portal is fully public. Customers enter their name and email. No passwords or accounts required.

What happens to my data if I cancel?

Data is kept 30 days post-cancellation for reactivation or export. After 30 days everything is permanently deleted.

How are overages billed?

Calculated at end of billing cycle, added to your next invoice. You always receive an email warning before any overage charge.

Are there any setup fees?

No. There are no setup fees, onboarding fees, or hidden charges of any kind.

TERMS OF SERVICE

BOOK CREW LLC | Effective 2026 | State of New Jersey

These Terms of Service ("Terms") are a legally binding agreement between you ("Customer") and BOOK CREW LLC ("BookCrew", "we", "us", or "our"), governing your access to and use of the BookCrew scheduling and business management platform. By creating an account or using the service you agree to these Terms. If you do not agree, do not use the platform.

BOOK CREW LLC is a multi-member limited liability company registered in the State of New Jersey (Entity ID: 0451437382, EIN: 41-5147368), located at 50 Glen Road, Verona, NJ 07044. These Terms are governed by New Jersey law without regard to conflict of law principles.

1. Definitions

Platform: The BookCrew web-based software, including the owner dashboard, customer booking portal, and all associated features.

Subscriber: Any individual or business that creates a BookCrew account and pays a subscription fee.

End Customer: A third party who books an appointment through a Subscriber's public booking portal.

Subscription Plan: The service tier selected by the Subscriber (Basic, Pro, or Growth) as described in the current pricing schedule.

Confidential Information: Any non-public data belonging to either party, including customer records, business data, and account credentials.

2. Account Registration and Eligibility

To use BookCrew you must be at least 18 years of age and have the legal authority to enter into binding contracts. By registering you warrant that all information provided is accurate, current, and complete. You are responsible for maintaining the confidentiality of your credentials and all activity under your account. Notify BookCrew immediately of any unauthorized access.

BookCrew reserves the right to refuse service, suspend, or terminate accounts at its sole discretion for violation of these Terms or conduct harmful to the platform, other users, or third parties.

3. Subscription and Billing Terms

3.1 Plans

BookCrew offers three tiers: Basic (\$49/month), Pro (\$99/month), and Growth (\$199/month). Annual billing is available at a 15% discount. All prices are in USD. Features per plan are described in the pricing schedule, which may be updated with 30 days written notice.

3.2 Early Adopter Pricing

Subscribers who activate a paid plan or free trial as customers 1 through 3 receive a 60-day free trial on any plan with no credit card required. Subscribers who activate as customers 4 through 10 receive 50% off their monthly subscription rate for the first three billing months. Early adopter status is determined by activation date and is non-transferable. BookCrew may close the early adopter program at any time. Existing early adopter terms are honored for their full promotional period once granted.

3.3 Billing Cycle

Subscriptions bill on a recurring monthly or annual basis from the date you subscribe. Your payment method on file will be charged automatically at the start of each billing period.

3.4 Overages

If your SMS or email usage exceeds plan limits, overage charges are calculated at end of cycle and added to your next invoice. BookCrew will notify you by email at 80% of included usage. Rates: Pro SMS \$0.02/message, Growth SMS \$0.015/message, all plans email \$0.001/email.

3.5 Price Changes

BookCrew may change subscription prices with at least 30 days advance email notice. Continued use after the effective date constitutes acceptance.

3.6 Failed Payments

If a payment fails, BookCrew will retry up to three times over seven days. If payment is not collected your account may be suspended until resolved. You remain responsible for all amounts due during suspension.

4. Refund and Cancellation Policy

4.1 Cancellation. Cancel at any time through account settings or by contacting support. Cancellation takes effect at the end of your current billing period. Access continues until the cancellation date. Unused days are not prorated or refunded.

4.2 Refunds. All fees are non-refundable except: (a) you were charged after clearly cancelling and can provide documentation; (b) a technical error caused a duplicate charge; or (c) BookCrew terminates your account without cause. Refund requests must be submitted within 14 days of the disputed charge to support@bookcrew.io. Approved refunds are issued to the original payment method within 7 to 10 business days.

4.3 Free Trial. New accounts receive 14 days free on the Pro plan with no credit card required. Early adopter customers 1 through 3 receive a 60-day free trial on any plan. If you do not select a paid plan at trial end your account pauses with no charge. Paused accounts retain data for 30 days.

4.4 Annual Plans. Annual subscriptions are eligible for a prorated refund if cancelled within the first 30 days. After 30 days annual subscriptions are non-refundable but access continues through the paid term end.

5. Data Privacy and Customer Data

5.1 Data You Provide. BookCrew collects information you provide at registration (name, email, business name, payment information) and data generated through platform use (appointments, customer profiles, analytics).

5.2 Your Customers' Data. You are the data controller for all personal information your customers submit through your booking portal. BookCrew acts solely as a data processor. You are responsible for ensuring you have the legal right to collect and process your customers' data.

5.3 How BookCrew Uses Data. To operate and improve the platform; to send transactional communications; to provide customer support; to analyze aggregate usage patterns to improve the service.

5.4 What BookCrew Does Not Do. BookCrew does not sell, rent, or share your personal data or your customers' personal data with third parties for marketing purposes. Your customers' contact information is used solely to deliver services you have configured.

5.5 Third-Party Services. BookCrew integrates with Twilio (SMS), SendGrid (email), and Stripe (payments). These providers have their own privacy policies. By using features that rely on these integrations you agree to those providers' terms. BookCrew is not responsible for the privacy practices of third-party providers.

5.6 Data Retention and Deletion. Active account data is retained for the duration of your subscription. Upon cancellation data is retained 30 days to allow reactivation or export. After 30 days all data is permanently deleted. You may request early deletion by contacting support.

5.7 Security. BookCrew implements commercially reasonable security measures including encrypted connections (HTTPS), hashed password storage, and restricted access controls. No method of internet transmission is 100% secure. BookCrew is not liable for unauthorized access resulting from factors beyond our reasonable control.

6. Limitation of Liability

THE BOOKCREW PLATFORM IS PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. BOOKCREW DOES NOT WARRANT THE PLATFORM WILL BE UNINTERRUPTED OR ERROR-FREE.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, BOOKCREW SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES INCLUDING LOSS OF PROFITS, LOSS OF DATA, LOSS OF CUSTOMERS, OR BUSINESS INTERRUPTION, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

BookCrew's total aggregate liability for any claims arising out of these Terms shall not exceed the total amount you paid to BookCrew in the twelve (12) months immediately preceding the event giving rise to the claim.

You agree to indemnify and hold harmless BOOK CREW LLC from any claims, liabilities, damages, and expenses (including reasonable legal fees) arising from your use of the platform, your violation of these Terms, or your violation of any third-party rights including those of your end customers.

BookCrew does not guarantee any specific uptime and is not liable for losses resulting from platform downtime, scheduled or unscheduled, including missed bookings or failed notifications.

7. Acceptable Use

You agree not to use BookCrew to:

- Violate any applicable law or regulation.
- Transmit spam or unsolicited messages to end customers.
- Collect personal data beyond what is necessary for legitimate business scheduling.
- Attempt to gain unauthorized access to any part of the platform or its infrastructure.
- Reverse engineer, decompile, or extract source code of the platform.
- Resell or sublicense platform access without written permission from BookCrew.
- Use the platform in any way that could damage or impair the service.

8. Intellectual Property

All software, design, trademarks, and content comprising BookCrew are the exclusive property of BOOK CREW LLC and protected by applicable intellectual property laws. These Terms grant you a limited, non-exclusive, non-transferable license to use the platform solely for your internal business purposes during an active subscription.

You retain full ownership of all data you upload or create within the platform. By using the platform you grant BookCrew a limited license to process and store that data solely to provide the service.

9. Modifications to These Terms

BookCrew may modify these Terms at any time. Material changes will be communicated by email at least 14 days before taking effect. Continued use after the effective date constitutes acceptance of the revised Terms. If you do not agree, cancel your subscription before the effective date.

10. Termination

Either party may terminate this agreement at any time. BookCrew may suspend or terminate your account immediately without notice for breach of these Terms, non-payment, or conduct determined to be harmful to the platform or other users. Upon termination for cause by BookCrew no refund will be issued.

11. Dispute Resolution and Governing Law

These Terms are governed by the laws of the State of New Jersey without regard to conflict of law provisions. Disputes shall first be attempted through good-faith negotiation. If unresolved, disputes shall be settled by binding arbitration in New Jersey per the rules of the American Arbitration Association, except that either party may seek injunctive relief in a court of competent jurisdiction.

YOU AGREE THAT DISPUTES WILL BE RESOLVED ON AN INDIVIDUAL BASIS AND NOT IN ANY CLASS OR REPRESENTATIVE ACTION.

12. Miscellaneous

Entire Agreement: These Terms together with the pricing schedule constitute the entire agreement between you and BookCrew regarding the platform.

Severability: If any provision is found unenforceable it will be modified to the minimum extent necessary, and remaining provisions continue in full force.

Waiver: Failure by BookCrew to enforce any provision does not constitute a waiver of that provision.

Assignment: You may not assign your rights under these Terms without BookCrew's prior written consent. BookCrew may assign these Terms freely.

Notices: BookCrew sends notices to the email address on your account. You are responsible for keeping your email current.