



## **Parker-Smothers Communications & Consulting Services**

*The Support You Need. The Expertise You Deserve.*

### **PSCC SERVICES & PRICING**

*\*See the individual Service sheet for itemized pricing. \**

#### **ADMINISTRATIVE SERVICES & VIRTUAL ASSISTANT SUPPORT**

Get organized, stay on schedule, and eliminate backlogs with reliable administrative support tailored to your specific business needs.

##### **Ideal For**

Small businesses, independent contractors, online businesses, service providers, and sole proprietors.

##### **Service Overview**

Professional admin support to keep your day-to-day operations running smoothly. This service handles communication, organization, scheduling, document preparation, and workflow support for busy owners and professionals.

##### **What's Included**

- Inbox management & email cleanup
- Appointment scheduling & calendar coordination
- Document formatting, cleanup, & organization
- File management (digital/Google Drive setup)
- Data entry & database updates
- Light customer follow-ups & admin communication
- Workflow setup & simple process organization
- Template creation for recurring tasks

##### **Pricing**

- Hourly: \$35/hr.
- Packages: Basic (\$99), Standard (\$250), Premium (\$500)

**Basic (\$99) (Perfect for “quick clean-up”, simple tasks, or one-time needs)**

##### **What's Included:**

- **Up to 3 hours** of admin support
- Inbox cleanup (up to 150 emails)



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- Basic email organization & labeling
- Simple scheduling/appointment setting
- Minor document formatting (Word/PDF)
- File cleanup for 1–2 folders
- Light data entry + updates
- Creation of 1 simple checklist or template
- Quick tasks that can be completed within the 3-hour allocation

### **Best For:**

- Business owners who are overwhelmed and need a “reset.”
- Someone behind on emails, scheduling, or documents
- New entrepreneurs needing help organizing files
- People wanting to test the service before upgrading

### **Deliverables:**

- Organized inbox + clear priorities
- Neat, updated files
- A mini admin system to build on

## **Standard (\$250) (MOST POPULAR for weekly support + mixed admin & HR tasks)**

### **What’s Included:**

- **Up to 8 hours** of dedicated support
- Full inbox management throughout the week
- Calendar management + scheduling with confirmations
- Document creation, cleanup, and formatting
- CRM updates (names, notes, follow-ups, tasks)
- Weekly task list & admin priority plan
- Creating or updating simple SOPs/checklists

### **Basic HR support:**

- Drafting job postings
- Posting roles on job boards
- Organizing applicant resumes

### **Light customer communication:**

- Sending follow-up emails
- Responding to basic inquiries
- File organization across multiple folders

### **Best For:**



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- Busy professionals needing weekly help
- Small businesses without admin staff
- Entrepreneurs preparing for a launch or event
- Business owners needing both admin + HR tasks done

### **Deliverables:**

- A clean inbox (daily or every other day)
- Updated schedules
- Organized admin systems
- Ready-to-use templates + documents
- Smooth operational flow for the week

### **Premium (\$500)**

**(Full-week support — ideal for ongoing operations & project load)**

### **What's Included:**

- **Full week of support (up to 15 hours)**
- Complete inbox management (daily monitoring)
- Proactive weekly schedule management
- Handling confirmations, follow-ups, and reminders
- Multi-document creation (PDF, Word, Excel)
- Operations organization:
  - SOPs for recurring tasks
  - Workflow creation
  - Admin system setup

### **HR + recruiting support:**

- Job postings
- Pre-screening
- Scheduling interviews
- Onboarding documents

### **Customer communication help:**

- Follow-ups
- FAQ responses
- Basic CSR overflow



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### **Business tasks such as:**

- Vendor communication
- Preparing reports
- Creating spreadsheets
- Light web updates (if needed)
- Setup of digital organization systems (Google Drive or OneDrive)
- Weekly status updates + progress tracking

### **Best For:**

- Business owners with heavy workloads
- CEOs running multiple projects at once
- Small businesses needing an “operations admin.”
- Clients preparing for events, launches, or busy seasons

### **Deliverables:**

- Fully managed inbox + calendar
- Organized systems for long-term use
- Professional, branded documents
- Clear workflows + instructions
- Consistent admin support all week

## **BUSINESS DEVELOPMENT & STARTUP SUPPORT**

### **Ideal For**

New businesses, rebrands, pop-up entrepreneurs, boutique owners, service providers. And serious entrepreneurs who want to launch polished, professional, and prepared — with everything in place.

### **Service Overview**

Turn your business idea into a real, functional operation. This service helps you set up systems, online presence, brand identity, workflows, vendor networks, and launch structure — everything needed to become “open for business.”

### **What’s Included**

- Website setup (starter design on your chosen platform)
- Business email & domain setup



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- Vendor list creation (suppliers, service providers, tools)
- Admin structure setup (folders, templates, SOPs)
- Light branding guidance (fonts, colors, brand consistency)
- Simple marketing materials (flyer + promo graphic)
- Simple launch plan & priorities checklist
- Recruiting support (optional)

### **Packages**

- **Startup Essentials:** \$199–\$350

### **For new entrepreneurs who need the basics done right.**

A streamlined package designed to help new business owners and side-hustlers get fully set up with their online presence, foundational systems, and core business tools.

### **What's Included:**

- Starter website setup (Webador, Wix, or platform you choose)
- Domain and business email assistance
- Basic homepage + service page layout
- Vendor list (up to 10 curated vendors based on industry)
- Admin folder system (Google Drive or OneDrive)
- Basic branding setup:
  - Colors
  - Fonts
  - Logo placement
- 1 business flyer + 1 promo graphic
- Email signature setup (optional)
- Social links connection (FB/IG/LinkedIn)
- 30-minute business orientation call

### **Deliverables:**

- A clean, functional online presence
- Business structure ready to operate
- Starter content and materials
- An organized digital workspace

### **Ideal For:**



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Brand-new businesses, boutique sellers, freelancers, first-time entrepreneurs.

- **Growth & Operations:** \$499–\$850

### **For growing businesses needing structure, systems, support, and clarity.**

This package strengthens your operations by creating workflows, templates, recruiting systems, admin tools, and upgraded branding. Perfect for owners overwhelmed with tasks and inconsistent processes.

What's Included:

- Everything in Startup Essentials
- PLUS the following operational upgrades:

Operations & Admin:

- SOP creation (up to 3 workflows)
- Client intake forms + service agreement templates
- Updated website structure (pages, forms, buttons, layout)
- CRM organization or setup
- Document templates (PDF/Word customized)
- Administrative automation suggestions

Branding & Marketing:

- Mini brand kit (color codes, fonts, style guide)
- 3 branded templates (flyer, IG post, service sheet)
- Updated messaging & value statements
- Basic SEO setup (keywords, meta tags, page titles)

HR & Recruitment (optional):

- Job description writing
- Job posting setup
- Resume screening
- Interview scheduling system
- Onboarding documents

Business Support:



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- 60-minute strategy call
- Weekly check-in (email or virtual)
- Light procurement/vendor research (up to 5 vendors)

### Deliverables:

- A structured back office
- Professional documents & templates
- Improved branding
- Recruitment-ready systems (optional)
- A smoother, more efficient operation

### Ideal For:

Businesses past the “startup” phase that now need structure.

- **Full Business Build-Out:** \$1,200–\$2,500

**The complete package — for entrepreneurs who want the entire business built professionally from A to Z.**

This is a **done-for-you** service covering branding, website, client systems, operations, vendor lists, templates, HR support, procurement assistance, and administrative foundations.

### What’s Included:

- EVERYTHING in Startup Essentials
- EVERYTHING in Growth & Operations
- PLUS the full suite of build-out services:

### Website & Branding:

- Fully custom multi-page website
- Branding refresh or development
  - Logo usage
  - Brand voice
  - Brand message
- Services, pricing, forms, and media pages
- Mobile optimization
- SEO optimization (full setup)

### Systems & Operations:



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- SOP manual (5–10 workflows)
- Business policies (non-legal)
- Intake forms, onboarding packets, welcome kits
- CRM setup + automation recommendations
- Full admin structure + folder architecture
- Custom spreadsheets (budgeting, tracking, clients)

### **Procurement & Vendor Services:**

- Vendor list (up to 20 curated vendors)
- Supplier onboarding templates
- Procurement workflow setup

### **Marketing & Content:**

- 5 branded templates (flyers, IG posts, service sheets)
- Website copywriting
- Service descriptions
- Email scripts + response templates
- Social media bio + introduction posts

### **Business Support:**

- Two 60-minute strategy sessions
- 30-day implementation support
- Priority availability

### **Deliverables:**

- A complete, ready-to-operate business
- Fully branded professional presence
- Organized admin & HR systems
- Vendor structure & workflows
- Marketing materials + operational tools

## **CUSTOMER SERVICE SUPPORT (CSR, Escalations, QA & Coaching)**

### **Ideal For:**

Growing businesses, online stores, booking-based businesses, and service providers.





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### **Service Overview**

Give your clients a better experience without hiring a full CSR staff. This service gives you a professional customer service partner who can handle email/chat support, escalations, quality checks, and coaching.

### **What's Included**

- Email & chat response handling
- Ticket management & CRM updates
- Customer follow-up & satisfaction support
- Escalation handling for complex situations
- Complaint resolution assistance
- QA monitoring: email/call review
- CSR script creation
- CSR coaching & training
- Customer experience workflow setup
- Remote CSR Services-We can handle your customer service calls. After-hours available.

### **Pricing**

- **\$45/hr.** – Standard CSR tasks

**For businesses needing reliable, day-to-day customer communication.**

### **What's Included:**

- Email response handling
- Chat support (if platform access is provided)
- Ticket updates + CRM logging
- Customer follow-ups + resolution tracking
- Order updates/scheduling / light admin
- FAQ-quality responses
- Professional tone + consistent service

### **Best For:**



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Startups, online shops, service providers, coaches, and small business owners who need extra hands.

- **\$65/hr.** – Escalations & QA review

**For businesses needing skilled communication and problem resolution.**

### **What's Included:**

- Handling escalated or sensitive customer issues
- Resolving complaints professionally
- Reviewing call logs or emails for tone & accuracy
- Investigating customer cases
- Root cause feedback
- Writing improved responses, policies, or solutions
- QA scoring (if applicable)

### **Best For:**

Busy companies with upset clients, growing teams, or businesses where customer care directly affects revenue.

- **\$120/hr.** – CSR coaching, training & setup

**Executive-level experience to improve your entire customer experience.**

### **What's Included:**

- CSR coaching (1:1 or small team)
- Customer service tone & professionalism training
- Script & template creation
- Policy & response guidelines
- Building your internal "Service Playbook"
- Call review + coaching feedback
- Customer workflow mapping (inquiry → resolution)

### **Best For:**

Entrepreneurs hiring their first CSR, teams needing better consistency, and business owners wanting to elevate client communication.

- **Customer Experience Package (\$350)**



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**Perfect for businesses that need a quick refresh and structure.**

### **What's Included:**

- 5 hours of CSR support
- Handling 2 escalations
- 1 custom script or policy written
- Customer experience audit
- Suggested workflow for improving response times

### **Deliverables:**

- Clear service plan
- Updated templates
- Organized inbox or ticket system
- Better customer communication quality

### **NEW: AFTER-HOURS CSR CALL HANDLING (ADD-ON SERVICE)**

This service is ideal for businesses that require assistance with customer calls outside of regular office hours, including evenings, weekends, and peak periods.

### **Recommended Pricing:**

Because this involves real-time availability, flexible schedule adjustment, and “on-call” responsiveness:

**\$95 per hour (after-hours call handling)**

**(Evenings, weekends, holiday hours)**

**OR**

**\$150 per night flat rate (up to 2 hours of calls)**

(Perfect for business owners who want peace of mind without surprise costs.)

### **Why this pricing works:**

- After-hours = premium industry rate
- Demand-based (clients don't want to miss calls)
- We're offering a service normally handled by call centers
- We're providing HUMAN, personalized communication



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- We're providing a higher level of attention & care vs. automated systems

### **What's Included:**

- Taking inbound customer calls (forwarded to my line)
- Professional call handling
- Escalation triage
- Logging all calls + outcomes
- Sending summaries to the business owner
- Optional: weekend/holiday coverage
- Optional: priority call routing

### **Best For:**

Busy service-based businesses:

- Beauty pros
- Cleaning companies
- Mobile repair or service companies
- Real estate
- Notaries
- Event planners
- Coaches
- Agencies

## **HR SUPPORT SERVICES (Non-Legal)**

### **Ideal For**

Small teams, new employers, and independent contractors hiring support.

### **Service Overview**

Streamline your HR admin with professional support. Perfect for businesses hiring their first staff member or needing help maintaining HR documents and compliance.

### **What's Included**

- Job postings (writing & publishing)
- Applicant screening
- Hiring Events & Interview coordination
- Onboarding documentation



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- New hire checklists
- Employee file setup & organization
- Non-legal HR policy drafting
- Employee communication templates

### **Pricing**

- Starting at Standard HR Administrative Support **\$50/hr.**

### **Includes:**

- Job posting creation
- Uploading jobs to platforms
- Screening applicants
- Resume sorting & scoring
- New hire document prep
- Employee file organization
- Light policy drafting (non-legal)
- Onboarding checklists
- Interview scheduling

Best for: Small teams, first-time employers, and growing businesses.

- Flat-rate recruiting packages available

Perfect for clients who want hands-free hiring support.

### **1. Recruiting Lite Package — \$175**

#### **Includes:**

- 1 job posting (written + posted)
- Resume sorting (up to 30 applicants)
- Shortlist of top 5–7 candidates
- Email introductions
- Interview scheduling
- Candidate tracker

### **2. Recruiting Standard Package — \$295**

Includes everything in Lite PLUS:



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- 2 job postings
- Screening questionnaire
- Phone screening (up to 5 candidates)
- Detailed candidate notes
- Updated interview calendar

### **3. Recruiting Premium Package — \$475**

#### **Full hiring support for one role**

Includes:

- Job posting on multiple platforms
- Resume screening (up to 75 applicants)
- Phone screenings
- Coordinating interviews
- Candidate ranking sheet
- New hire onboarding packet
- Offer letter formatting (non-legal)

Perfect for businesses that need a “mini recruiter” without the full-time cost.

## **NOTARY & MOBILE NOTARY SERVICES (GEORGIA)**

### **Ideal For**

Individuals, real estate agents, legal offices, and financial clients.

### **Service Overview**

Certified Georgia notary providing quick, professional in-person notarizations, loan signing services, and mobile notary visits throughout Atlanta.

### **What's Included**

- Acknowledgements, jurats, affidavits
- Real estate loan signings
- General notarizations
- Mobile service (travel fees apply)

### **Pricing**

- **\$6 per signature** (state-regulated) (GA law: set rate per signature — can't change)



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- Travel fees: **\$25–\$75+**

<b>Distance</b>	<b>Travel Fee</b>
<b>1–5 miles</b>	<b>\$25</b>
<b>6–10 miles</b>	<b>\$35</b>
<b>11–15 miles</b>	<b>\$45</b>
<b>16–20 miles</b>	<b>\$55</b>
<b>21–25 miles</b>	<b>\$65</b>
<b>26–30 miles</b>	<b>\$75</b>
<b>31–35 miles</b>	<b>\$85</b>
<b>36–40 miles</b>	<b>\$95</b>

### **Additional Notes:**

- After-hours or weekend calls = +\$15–\$25 convenience fee
- Multi-document appointments may require additional time
- Loan signings: **\$75–\$150**

Pricing depends on distance, printing requirements, and complexity.

### **Basic Loan Signing — \$75**

- No print
- Local appointment (within 10 miles)
- Standard buyer/seller docs
- No scan backs

### **Standard Loan Signing — \$100**

- Printing included (up to 150 pages)
- Travel up to 15 miles
- Seller or buyer package
- Optional scan backs (+\$15)

### **Premium Loan Signing — \$125–\$150**

For more complex or longer signings.  
Includes:



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- Full refinance package
- Printing + prep
- Scan backs included
- Travel up to 25 miles
- Up to 60-minute appointment

## **PROCUREMENT & OPERATIONS SERVICES**

### **Ideal For**

Growing businesses, service-based businesses, and government-contracting beginners.

### **Service Overview**

Support for vendor management, purchasing, contracts, RFP/RFQ assistance, and business operations. Perfect for owners who need structure, organization, or someone who understands procurement workflows.

### **What's Included**

- Vendor research
- Vendor list creation
- Purchasing coordination
- Basic contract support (non-legal)
- Solicitation RFP/RFQ assistance (Proposal writing, technical & cost proposals)
- Budget & spend coordination
- Process and workflow mapping
- Project, Vendor, and Contract management
- PO/Invoice management

### **Pricing**

- Hourly: **\$75+ per hour**

**\$75/hr. — Standard Procurement & Operations Support**

### **Includes:**

- Vendor research
- Vendor list creation





## **Parker-Smothers Communications & Consulting Services**

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- Purchasing coordination
- Assistance with quotes & sourcing
- Basic contract organization (non-legal)
- Document & record tracking
- Budget awareness tracking (simple spreadsheets)
- Process mapping for admin/ops tasks
- Following up with vendors & suppliers

Ideal for small businesses needing support without a full purchasing department.

- **PROJECT-BASED PRICING (Custom Quotes** for larger operations projects)

For larger or ongoing procurement/operations projects.

### **Examples of Custom Projects:**

- ✓ Vendor list build-out (20–50 suppliers)
- ✓ Supplier onboarding setup
- ✓ RFP / RFQ (non-legal) assistance
- ✓ Creating full purchasing workflows
- ✓ Monthly vendor management
- ✓ Inventory tracking setup
- ✓ Operations process overhaul
- ✓ Research-heavy projects
- ✓ Multi-department operations setup

### **Typical Range:**

**\$300 – \$1,200+ depending on scope**

You decide the project → I quote the hours → you approve → work begins.

### **OPTIONAL ADD-ONS (Can be added to ANY package)**

#### **Branding Add-Ons:**

- Logo enhancement or redesign — \$75–\$150
- Brand kit (fonts, colors, style guide) — \$85
- Social media templates (5-pack) — \$55
- Website copywriting upgrade — \$75/page

#### **Website Add-Ons:**



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- Additional pages (About, Blog, Media, Products) — \$50–\$85/page
- Booking system integration — \$45
- SEO blog setup (3 posts) — \$120

### **Admin & Ops Add-Ons:**

- Additional SOPs — \$30 each
- Client portal setup — \$65
- Contract template customization — \$45
- Budget tracker or custom spreadsheet — \$35

### **HR Add-Ons:**

- Full recruiting package (posting + screening) — \$175
- Employee handbook (non-legal) — \$150
- Onboarding packet — \$65

### **Procurement Add-Ons:**

- Vendor list expansion (extra 10 vendors) — \$50
- RFP/RFQ assistance (non-legal) — \$85

### **Content Add-Ons:**

- Welcome packet design — \$55
- Signature package (email signature + footer + tagline) — \$40
- Social media launch posts — \$45

### **Notary Add-Ons:**

- Loan signing package — \$75–\$150
- Weekend/after-hours — +\$25