

# VERTICAL FISH

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## STARTER PLAN

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**SETUP FEE: \$500.00**

**MONTHLY FEE: \$250.00**

**MINUTES INCLUDED: 600 MINUTES**

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- AI PHONE RECEPTIONIST
- AFTER-HOURS ATTENDANT
- CALL ANSWERING AND ROUTING
- CUSTOM VOICE PROMPTS
- LEAD CAPTURE AND ALERTS



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ABOUT THE BENEFITS OF VERTICAL FISH.



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## PRO PLAN

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**SETUP FEE: \$1,500.00**

**MONTHLY FEE: \$500.00**

**MINUTES INCLUDED: 1,200 MINUTES**

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- AI PHONE RECEPTIONIST
- AFTER-HOURS ATTENDANT
- CALL ANSWERING AND ROUTING
- CUSTOM VOICE PROMPTS
- LEAD CAPTURE AND ALERTS
- CRM INTEGRATION & DATA SYNC
- TWO-WAY BOOKING SYNC
- SMART SMS FOLLOW-UPS



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## PLATINUM PLAN

**SETUP FEE: \$2,500.00**

**MONTHLY FEE: \$1,500.00**

**MINUTES INCLUDED: 2,400 MINUTES**

- AI PHONE RECEPTIONIST
- AFTER-HOURS ATTENDANT
- CALL ANSWERING AND ROUTING
- CUSTOM VOICE PROMPTS
- LEAD CAPTURE AND ALERTS
- CRM INTEGRATION & DATA SYNC
- TWO-WAY BOOKING SYNC
- SMART SMS FOLLOW-UPS
- MULTILINGUAL VOICE AI
- API ACCESS & WEBHOOKS
- CUSTOM WORKFLOW DESIGN



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## HOW OUR PLANS WORK?

We built our pricing around what matters most to small and growing businesses: clear costs, no surprises, and everything you need to get started right away.

Whether you're just looking for an after-hours receptionist or a fully integrated AI that syncs with your CRM and schedules, every plan includes the same foundation of service and support.

### 1. MINUTES INCLUDED EVERY MONTH

Each plan comes with a block of minutes for inbound and outbound calls. Short calls use less, longer calls use more. If you go over, extra time is just \$0.35 per minute.

### 2. SETUP & SERVICE TIME

Every plan includes at least 2 hours of setup to configure your call flow, test calls, add FAQs, and walk you through reports.

### 3. CUSTOMIZATION & BRANDING

We'll personalize your AI's voice and greetings, and provide a dedicated phone number (local or toll-free). Porting your current number is also available.

### 4. CLEAR CALL VOLUME

- Starter (600 minutes) → about 300–400 calls/month
- Pro (2,000 minutes) → about 1,000–1,300 calls/month
- Enterprise (6,000 minutes) → about 3,000–4,000 calls/month

### 5. SIMPLE BILLING

Setup is billed once at activation. Service fees are billed monthly. Overage charges are added to the next invoice with a full usage report.

Vertical Fish is your always-on business partner—answering calls, capturing leads, booking appointments, and giving your customers the service they expect 24/7. From contractors to restaurants, retail to real estate, our AI assistants keep your business running even when you're off the clock.



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