Three tiers, Head Spymaster (500g a year), Regional Spymasters (100g a year each), Spies (50g a year each) and Spy Groups (25g a year each). You can't hire Regional Spymasters without a Head Spymaster, and you can't hire Spies or Spy groups without a Regional Spymaster. It would be important to note that these spies would purely be passive, you can roll on people's posts for them (and the mods may need to roll on modmails to avoid weird-metagaming like when TJ only modmailed his actions to avoid MoW rolls), but that's the only action they will perform for you. No assassinations or sabotage, they'd simply tell you they aren't paid enough and they're not skilled enough.

The Spymaster collects and oversees all information, and unless they were the Master (or Mistress) of Whispers the role would be a closely guarded secret, although the Master (or Mistress) of Whispers may wish to someone akin to a spymaster. They would be responsible for placing/vetting Regional Spymasters and receiving reports (presumably coded) from the Regional Spymasters detailing what activities their local spies have seen or heard.

Regional Spymasters would be placed in one of the nine regions, either in a trading hub for said region (e.g. Gulltown, King's Landing, Maidenpool, Oldtown) or a city/town/village central to the region (e.g. Winterfell/Wintertown, Lord Harroway's Town, Heart's Home, Summerhall, Vaith). Placing the Regional Spymaster in a large city might increase the amount of time it takes news to reach them (normal travel times apply) but make them more inconspicuous and less likely to be tracked down should one of their spies be caught (it would be more likely that a stranger receiving reports would stand out in one of the villages around Summerhall than one man among thousands in a city like Gulltown or King's Landing). They would be responsible for placing spies/spy groups in the cities, towns surrounding villages or holdfasts of the target areas, receiving information from the spies/spy groups, and then reporting that on to the Spymaster.

Spies fall into two categories, individual spies that are placed within holdfasts acting as servants, and spy groups which would be placed in a city, a town, or the villages surrounding a holdfast. Individual spies would have to be "placed" (rolled for infiltration) within a holdfast to be able to find out specific information about a House's activities (like in the old MoW rolls where you roll to find out about a meeting between two lords within their Holdfast). These would not come without some risk; if they roll too low they'd be found out (they'd flee and a new spy would need to infiltrate the holdfast) or captured (someone catches them spying, can be interrogated for information). Spy groups would be placed in an area surrounding the target holdfast, such as a city, a nearby town or somewhere amongst the surrounding villages. They would be able to roll to report on the movements of troops. Unlike individual spies, group spies would be automatically placed and cannot be caught as they are not snooping around for information, just collecting what information would be available to the local smallfolk. If smallfolk rolls were done for the holdfast that the group is based around, that information would become available to them as well.

Placing an individual spy (1d100):

1-2 – Spy is caught, the House knows someone attempted to infiltrate and the spy can be interrogated

3-20 – The Spy fails to be placed in the House. Cannot try another placement for 1 year.

21-30 – The Spy is placed, but the head servant is suspicious of them, -10 on every roll performed for one year.

31-90 – Placement is successful.

91-99 – Placement is successful and the head of the servants has deemed them trustworthy, +5 on every roll performed that year.

100 – Placement is successful and the head of the servants has deemed them trustworthy, +10 on every roll performed for one year.

Spy group rolls:

1-10 – The spies hear nothing

11-20 – The spies learn that an army has departed/arrived, but do not know its size, whose House commands it, or its destination.

21-30 – The spies learn that an army has departed/arrived and know whose House commands it, but do not know its size or its destination.

31-50 – The spies learn that an army has departed/arrived, whose House commands it, and have a general idea of its size (+/-5000), but do not know its destination.

51-70 – The spies learn that an army has departed/arrived, whose House commands it, have a general idea of its size (+/-1000), and know the general direction it is going in.

71-90 – The spies learn that an army has departed/arrived, whose House commands it, its exact size, and know the general direction it is going in.

91-100 – The spies learn that an army has departed/arrived, whose House commands it, its exact size, and its destination.

Individual Spy Rolls:

1-2 – The spy gets caught, can be interrogated.

3-5 – The spy gets caught, but evades capture. Lose individual spy in that holdfast, one year cooldown for placing another.

6-10 – The spy learns nothing, is almost caught and suspicion is aroused. -10 on all rolls for the next year.

11-20 – The spy learns nothing, is seen being suspicions. -5 on rolls for the next year.

21-50 – The spy hears unsubstantiated rumors, but doesn't witness them him/herself.

51-75 – The spy learns of what happened through secondary sources. No specific details of the event are available, but they know it occurred.

76-90 – The spy knows what took place and most of the details, but didn't witness it themselves. 91-100 – The spy knows all, they saw it take place themselves.