

Customer Rate Card

1. Positioning & Tagline

Tagline

"We find them. You wow them."

What we do:

ReachAndPitch is the only platform built specifically for Destination Management Companies that combines AI-powered quoting, business lead generation, and trade show follow-up automation in a single flat-fee subscription — with a hard cap on the number of competing DMCs who can hold a subscription in the same destination.

Three Tiers, One Flat Fee, Whole Team, Unlimited Users

No per-user pricing. No seat limits on any tier — Admin, Sales Exec, and Manager roles, unlimited headcount, on every plan. Pick the plan that matches your stage of growth.

2. Tier Scope & The Destination Exclusivity Moat

WHY THIS MATTERS: Every competitor in the market allows unlimited DMC sign-ups. ReachAndPitch is the only platform where your subscription is also a competitive barrier. The platform enforces strict limits on how many DMCs can subscribe per destination to preserve lead quality and quoting uniqueness.

- Tier 1 Hubs (High Density – e.g., UAE, Saudi): Dhahab Cap = 20 | Luban Cap = 10
- Tier 2 Hubs (Medium Density – e.g., Oman, Bahrain): Dhahab Cap = 10 | Luban Cap = 5

Waitlist: when a destination/tier combination is full, prospective customers can join a waitlist. ReachAndPitch manually contacts the next person on the list when a seat opens through cancellation.

3. Tier Scope — What Each Plan Actually Is

Feature	Fiddah	Dhahab	Luban
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Core proposition	Quote perfection & basic trade show follow-up	Branded Quotes + Full sales prospecting	Everything unlimited + MICE (exclusive)
Who it's for	Small DMC needing flawless quotes to replace human error	DMC actively building FIT/Group business via sales & prospecting	Established DMC entering or handling MICE/incentive business also.
FIT Text Quotes	Unlimited*	Unlimited*	Unlimited*
FIT PPT Quotes / month	25	50	Unlimited*
Group PPT Quotes / month	25	50	Unlimited*
MICE PPT + Itemised Cost Sheet	Not available	Not available	Unlimited*
Quote editing & regeneration by Engine — Per Quote	3	3	Unlimited*
Outbound Reach engine	Not included	Included	Included
Stitch	Included	Included	Included
Diamond Leads	Not included	Not included	5/month — Luban exclusive
Destination cap	Open access	Max 10 per destination (Tier 1 goes to 20)	Max 5 per destination (Tier 1 goes to 10)

FIT Text quote is basically the engine calculating the rates as a package cost, drafting a nice response, inserting costs and two sections: Above Cost Includes / Above Cost Does Not Include and sending the mail back to the sender as the body of the email. No PPT.

4. Pricing

4.1 Monthly & Annual Pricing

	Fiddah	Dhahab	Luban
Monthly price (USD)	\$599	\$999	\$1,499
Currency display	USD primary + local equivalent	USD primary + local equivalent	USD primary + local equivalent
Annual billing	12 × monthly	12 × monthly	11 × monthly
Annual incentive	Higher off-season discount tier + onboarding fee waiver	Same	Same

Onboarding fee (monthly plan) †	550	550	750
Onboarding fee (annual plan)	Waived	Waived	Waived
Cancellation notice	30 days	30 days	60 days

† Covers your dedicated onboarding: a guided rate-sheet setup call, a platform training call, and — on Luban — a fully managed build-out of your rate sheet and MICE catalog by our team. See Section 5.5 for the full scope.

4.2 Off-Season Discount (Any three months)

	Fiddah	Dhahab	Luban
Monthly plan	10%	15%	20%
Annual plan	25%	35%	50%

- Applies automatically — no coupon code, no request needed
- Applies from the first year
- Does NOT apply during a cancellation notice period

4.3 Commercial Terms

- 14-day cooling-off period from first payment on any plan — full refund, no questions asked
- After 14 days: annual plans are non-refundable. Full platform access continues until end of paid term.
- Mid-term downgrade on annual plans is not permitted. Upgrade is permitted anytime on annual and monthly plans — only pay pro-rata difference.
- Re-registration after cancellation: setup fee applies again, no waiver. Data deleted 30 days after subscription ends.
- Payment processed via our payment processor in USD. Local currency shown as reference only — never affects amount charged.

5. Feature Tables

5.1 Output Formats & Languages

Feature	Fiddah	Dhahab	Luban
FIT Text Quotes	Unlimited*	Unlimited*	Unlimited*
FIT PPT Quotes / month	25	50	Unlimited*
Group PPT Quotes / month	25	50	Unlimited*

MICE PPT + Itemised Cost Sheet	Not available	Not available	Unlimited* — Luban exclusive
PPT — no ReachAndPitch branding	✗	✓	✓
PPT — customised DMC branding	✗	✓	✓
Presentation design templates	1	2	3
English language output	✓	✓	✓
Arabic language output	✓	✓	✓
French language output (native AI)	✗	✗	✓
Additional language add-on	✗	✗	Available — priced separately

5.2 Quote Intelligence

Feature	Fiddah	Dhahab	Luban
AI-powered quote narrative generation	✗	✓	✓
Destination-aware pricing logic	✓	✓	✓
Multi-city transfer routing	✓	✓	✓
Seasonal rate auto-application	✓	✓	✓
Auto vehicle type assignment	✓	✓	✓
Custom image library	50 images	Unlimited	Unlimited

5.3 Lead Generation & Outreach

Feature	Fiddah	Dhahab	Luban
Outbound lead generation engine	Not included	✓	✓
Leads contacted / month	—	Up to 400	Up to 2,000

Diamond Leads — researched priority introductions	✗	✗	5 / month
Custom lead-gen campaign	✗	✗	1 / quarter
Target countries	—	2	3
Market change frequency	—	Quarterly	Monthly
Duplicate prevention window	—	90 days	180 days
Email verification before sending	—	✓ (98%+)	✓ (98%+)
Job title filtering	—	Basic (by seniority)	Advanced (by title keywords)
Company type filtering	—	✓	✓
Company size + revenue filtering	—	✗	✓
Company research & personalisation	—	✗	✓
Email personalisation depth	—	Variables + AI opening line	Variables + AI opening line + company research
Email sequence steps	—	3 steps (Day 1/3/8)	5 steps (custom)
Email warm-up	—	✓	✓

5.4 Stitch & Trade Show Follow-Up

Feature	Fiddah	Dhahab	Luban
Active show records (per year)	2	4	Unlimited
Contacts tracked (per year)	100	200	Unlimited
Contact notes field	✓	✓	✓
Follow-up sequence — touches	3 touches	6 touches	Up to 12 touches
Follow-up sequence — duration	60 days	4 months	Custom
Sequence templates	3 preset (not editable)	Fully editable	Fully editable
T+11 month pre-show re-engagement	✗	✓	✓
Anniversary touch	✗	✗	✓
Per-contact AI personalisation	✗	✗	✓
Response tracking	✗	Open rates	Open rates

5.5 Support & Onboarding

Feature	Fiddah	Dhahab	Luban
Email support	Standard (shared queue)	Priority queue	Priority queue
WhatsApp support	✗	✓ (shared number)	✓ (shared number)
Scheduled phone call support	✗	✗	✓ (book via platform)
Self-serve video training library	✓	✓	✓
FIT & Group rate sheet setup	1 guided Google Meet call (45 min)	1 guided Google Meet call (45 min)	Done for you
MICE catalog setup (Google Sheets)	✗	✗	Done for you
Tool training sessions	1 guided Google Meet call (45 min)	1 guided Google Meet call (45 min)	2 guided Google Meet calls (45 min)
Session recordings provided	✗	✓	✓
Onboarding duration	Contact us	Contact us	Contact us
On-site training	✗	✗	Annual plan only*
Annual business review with founder	✗	✗	✓
Product roadmap vote	✗	✓ (1× weight)	✓ (3× weight)
Early access to new features	✗	14 days early	30 days early

* Please refer to our Fair Use Policy for more information.

Terms and Conditions Apply

Onboarding is hands-on, not just a walkthrough call: our team configures your actual rate sheets, trains your staff on the platform, and — on Luban — builds your MICE catalog for you, so you're quoting accurately from day one.