

Section	Plus Plan Details
Plus Plan Overview	The Plus Plan is designed for businesses seeking additional profile information, broader category coverage and useful business participation features within one City or Town Trade Area. The Plus Plan is an advertising plan. Selecting the Plus Plan does not mean that a business is more trustworthy, credible or qualified than another business.
Plus Plan Price	The Plus Plan is \$99.00 plus GST per year. The monthly payment option is \$10.25 plus GST per month for 12 months.
MONTHLY PLAN CANCELLATION	A business owner may cancel a monthly Plus Plan by providing 30 days' written notice. Following notice of cancellation, the business owner is responsible for two additional monthly payments. The Plus Listing and its paid features remain available during the applicable cancellation period.
ANNUAL PLAN CANCELLATION	The annual Plus Plan automatically reactivates each year unless cancelled. A business owner may cancel the annual plan by providing written notice at least 60 days before the annual reactivation date. When proper notice is provided, there are no additional payments after the end of the current annual term. Annual payments already made are non-refundable. The Plus Listing and its paid features remain available until the end of the current annual term.
Categories and Trade Areas	The Plus Plan includes up to 2 Primary Categories, up to 20 Subcategories and 1 City or Town Trade Area. Only one business profile is required. The profile may appear in all approved categories and subcategories selected by the business. The business's actual physical location remains clearly identified.
Plus Presentation and Visibility	Plus Listings receive additional profile presentation and advertising visibility through Safe and Trusted Canada. Plus Listings are displayed after Professional, Advanced and Standard Listings and before Basic and Information-Only Listings. When more than one Plus Listing appears in the same category and geographic area, the businesses are displayed according to the date their Plus Listings were activated.
Extended Visibility	Eligible businesses may add Extended Visibility for \$199.00 plus GST per year. Extended Visibility provides 1 Provincial Trade Area. Contractors may only select a Provincial Trade Area where they are legally permitted to provide their services. The business will be displayed as a Featured Business in its applicable categories and approved Provincial Trade Area.

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What Makes Us Different?	Listings do not rotate or change position based on proximity to the consumer. Your position in the database is determined by your selected Listing Plan and the date your listing was activated. Your profile gives consumers everything they need to know about your business in one click.
Consumer Search Options	Consumers can search within Trade Areas by Province, City or Town, and Business Category. Consumers can also search directly by Business Name, the last four digits of the business telephone number, and identified Business or Contractor Credentials. These search options help consumers locate a particular business or compare businesses using the location, services and information that matter to them.
Managed by the Business Owner	The business owner or an authorized representative receives access to a password-protected account. The business may manage its business description, products and services, contact information, categories, Business Credentials, Contractor Credentials, reviews and ratings, promotions, job postings, and accreditation, registration or professional affiliation information. The business may connect its listing to its main website, social media accounts and review sites. Direct links to multiple website pages, managed image uploads, PDF documents, YouTube links and Request eQuotes are not included with the Plus Plan. Each Plus Listing includes a customer review QR code. Every listing view is measured. Automatic assistance and built-in instructions are available.
Managed by Safe and Trusted Canada	To help protect the integrity, security, ease of use and professional presentation of every listing, certain profile elements are managed by Safe and Trusted Canada in consultation with the business owner or authorized representative. Changes may be submitted by email or another approved communication method.
Professional Affiliations	Safe and Trusted Canada is an advertising and business information platform. It does not accredit, validate, approve, endorse or recommend any business. A business may choose to display its accreditation, registration or professional affiliation as information for consumers. Listing levels and Featured Business placement control advertising visibility and profile presentation only. Businesses present their information. Consumers decide which business best meets their needs. All Plus Listings are subject to the Safe and Trusted Canada Terms and Conditions.