Dutyholder.ai

Know Every Risk.

A Commercial Guide for Consultant Partners



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What is Dutyholder.ai?

Dutyholder.ai is an Asbestos Management Portal that surveying consultancies can use to expand their service offering with duty holder clients and win more work.

The software is developed by the team behind the popular surveying app, Flow Mobile Surveying, which is used by over 400 surveying companies around the world.

Rather than simply carrying out surveys and handing over reports, Dutyholder.ai allows you to build longer-term relationships with clients by offering ongoing asbestos management, compliance support and planned re-inspections.

Unlike other asbestos management portals which rely on spreadsheet data loaders to import data, Dutyholder.ai creates the asbestos register from just the survey report PDF files using frontier Artificial Intelligence technology.

Dutyholder.ai accepts survey reports in any format from any supplier, making it easier for you to turn your client's legacy reports into a meaningful, centralised, online register of risks. It tracks re-inspection dates and allows you to create action plans in seconds.



The King Brothers.

Paul and David King
Flow Mobile Surveying &
Dutyholder.ai co-founders

You purchase a Dutyholder.ai subscription from us, and then have the ability to create asbestos management portals for your Duty Holder clients. They'll have access, but you'll manage their data. You may independently charge them for portal access and management—that's up to you.

The benefits and features are covered in more detail in our Dutyholder.ai Portal Guide

Who is Dutyholder.ai for?

Dutyholder.ai will not be suitable for all of your clients.

Dutyholder.ai is meant for duty holders with multiple properties that need oversight.

It's not a *firm rule*, but Dutyholder.ai truly starts to become valuable for duty holders with at least 5 or more decent-sized, pre-2000 buildings.

Duty holders with hundreds or thousands of properties will experience more value, as the scope of their problem (keeping on top of everything) is much greater.

We suggest you only create portals for larger clients who will get the most value from it.

- Colleges
- Councils
- Industrial Sites
- Housing Associations
- NHS Trusts
- Pub Chains
- Retail Chains
- School Academy Trusts
- Transport Infrastructure
- Universities

Why Resell Dutyholder.ai to Your Clients?

Turn registers into re-inspections: Soon Dutyholder.ai will integrate with your Flow Mobile Surveying account, allowing you to create re-inspections in an instant from the duty holder's existing asbestos register.

Offer a fully managed service:

You're no longer the person your client calls when they realise they need an inspection. You're a trusted partner who has taken asbestos risk worries off their plate. You can remind them when tasks are due, rather than waiting for their call.



Kevin Bampton

Speaking on The Modern Compliance Podcast with Dutyholder.ai co-founder, Paul King about the importance of survey quality

Prove you're doing a good job:

We're building a quality check that will score your survey reports against UK industry standards, like the HSG 264. Once it's live, you'll be able to show your clients that your reports adhere to industry standards.

Book more re-inspection work:

When you're managing your client's risks via their Dutyholder.ai portal, both you and your client can see the due dates for every re-inspection. This prompts them to book more work from you, and means you can plan your workload more reliably.

Position yourself as the go-to surveying company:

A branded portal reminds clients who their trusted surveying company is and helps you differentiate yourself from other surveying companies by giving you a more complete offering.

Why Resell Dutyholder.ai to Your Clients?

Reduces uncharged admin work:

When you price up jobs, it's easy to forget to include necessary admin work, like updating your client's online register or creating reports. Dutyholder.ai helps to recoup this uncharged, unfactored time.

Show clients your monthly or quarterly progress:

If you carry out regular surveys for the same client, Dutyholder.ai lets you easily create charts and reports to update them on your monthly or quarterly progress.

Generate Recurring Revenue (MRR) for your business:

Level up your business and generate recurring income by charging clients for portal management. Just be sure to follow our tips in this guide to ensure you make a profit.



Pricing:
How Much Will Dutyholder.ai Cost You?

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Your annual cost for Dutyholder.ai depends on the number of Risks Under Management you purchase. This means our pricing aligns—and scales— with the value your clients receive.

Risks Under Management *	Annual Price Yearly rolling	10% discount Annual Price 3-year term	15% discount Annual Price 5-year term
Up to 250	£2,700	£2,430	£2,295
Up to 500	£3,500	£3,150	£2,975
Up to 750	£4,200	£3,780	£3,570
Up to 1,000	£5,000	£4,500	£4,250
Up to 2,500	£7,000	£6,300	£5,950
Up to 5,000	£9,500	£8,550	£8,075
Up to 10,000	£12,500	£11,250	£10,625
Up to 25,000	£16,000	£14,400	£13,600
Each additional 25,000 Risks	+£12,000	+£10,800	+£10,200

* e.g. Asbestos Containing Materials

The risks you purchase are shared among all the portals you provision

Monthly Payment Options Available

Frequently Asked Questions:

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Q. Is there a monthly rolling contract?

No, the minimum term commitment is annual. But you can pay monthly.

Q. Do these costs include platform access?

Yes, the pricing shown here includes the base platform cost.

Q. What are Risks Under Management?

This is the total number of risks across all of your clients' risk registers. e.g., if you have two clients, each with 100 ACMs in their asbestos registers, you'll have a total of 200 risks under management.

Q. Are Risks Under Management shared among all of my clients?

Yes, your allowance is shared across all duty holder clients you invite to Dutyholder.ai.

Q. Do 'removed' risks also take up my allowance?

Yes, removed risks also count towards the allowance as we still need to keep track of the history.

Q. Does the cost-per-risk decrease as I move up the pricing bands?

Yes, the cost-per-risk decreases as you move up the bands. You benefit from economies of scale, making it attractive to sell portals to multiple clients as it becomes cheaper for you and them.

Q. How can I pitch this to clients?

Offer to take compliance tasks off their hands with a fully managed service and risk visibility.



Shared Risk Bank – Commercial Example

Manage multiple clients within one risk allowance – and generate your own margin.

Our pricing is sub-linear up to 25,000 risks under management. This means that each risk under management gets cheaper at scale, as you go higher up the pricing bands.

What's more, the risks under management you purchase are shared among every client asbestos management portal you create.

This means that —if you charge your clients a sensible amount for portal access and portal management— you have the opportunity to make money from the portal.

Four duty holder clients, one shared risk allowance:

Client	Risks Under Management	Annual Fee to Client*
Client A	1,000	£3,600
Client B	1,200	£3,600
Client C	900	£3,600
Client D	800	£3,600
Total	**3,900**	**£14,400**

Shared Risk Bank
All 3,900 risks managed within a single allowance of up to 5,000 risks (£9,500).

The Result

Your Revenue	£14,400
Your Cost - Risks Under Management (5,000)	£9,500

Gross Margin
£4,900

*This illustrative example assumes you charge each client £300 / month

Key Takeaways

- Share a risk allowance across multiple clients
- Create a recurring revenue stream with strong margins

What You Get:

- Asbestos Module ✓
- Dutyholder.ai Platform Access ✓
- Ability to create Portals for your clients ✓
- Risks Under Management (as agreed in your paid plan) ✓
- Import PDF Reports ✓
- Online Asbestos Register ✓
- Unlimited Portal Users ✓
- Unlimited Sites ✓
- Multi Factor Authentication (MFA) ✓
- AI-Chat, AI-Dashboards, and AI-Action Plans ✓
- Access to Knowledgebase ✓
- Technical Support ✓
- Bug Fixes ✓
- Automated Backups ✓

Revenue:
How Much Should You Charge Your Clients?

Step 1
- Get a risk estimate

Firstly, you'll need a rough idea of how many risks your client has in their estate. For asbestos, this will be the number of ACMs. If neither you or the duty holder knows, you could review any physical survey reports and total the risks manually.



Step 2
- Employ a repeatable pricing strategy:

Cost-plus pricing:

Many surveying companies employ a 'cost-plus' pricing strategy when it comes to reselling asbestos management portals. A sensible pricing strategy could be:

Dutyholder.ai Cost + 10-20%

At the very least, you should cover the basic Dutyholder.ai costs outlined within our pricing table in this guide. It's also good to tag on a little extra for portal management. After all, you'll be spending time inputting and checking the data.
You should work out prices based on the proportion of costs; if you need help working this out, get in touch.

Value-based pricing:

This pricing strategy appears to be less common in the competitive compliance industry, but an alternative to cost-plus pricing is to charge based on the value you believe the portal is offering your clients.

Consider

- Including the Dutyholder.ai fee in your annual retainer for your client.
- Bundling up Portal Access and Portal Management within your larger deals.
- Giving away the portal as a loss-leader in cases when you know it will help you win more work or re-inspections.

The Three-Way Commercial Dynamic

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You may be wondering how offering Dutyholder.ai to your clients might affect your client relationships and future commercial income.

Let's take a look at the three-way dynamic between you, your clients, and us.



Note that if the duty holders prefer to contract with us directly (sometimes the case if they have strict procurement rules), they can still invite you as the portal manager.

**But we have measures in place to help protect your client relationship.*

How We Try to Protect Your Commercial Relationships

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Duty Holders own their compliance data in the portal and have the freedom to contract directly with Dutyholder.ai to retain access, take over payment, or migrate their data. However, we understand that your client relationships are precious to you, and we have measures in place to help protect your client relationships (see below)

Our Commitments to You:

To help protect your commercial relationships, we:

- Display your branding beside the purchased module
- The Dutyholder.ai module you're managing on your client's behalf will be co-branded with
- your name and logo. For example: 'Asbestos module - managed by ACME Co'
- Only allow paying users to import documents. This means all document imports must go through you. By default, no other surveying companies will be able to upload documents to the Dutyholder.ai portal while it's being managed by you.
- When you sell Dutyholder.ai to multiple organisations, you benefit from economies of scale. This means (assuming you don't charge too much for Portal management) it should always be cheaper for duty holders to contract with you rather than us directly.
- We know cashflow is tight for many surveying consultancies. That's why we offer consultants favourable monthly payment plans, so you can offer Dutyholder.ai to clients right away without disruption.
- Won't solicit your duty holder clients —we won't knowingly solicit your duty holder clients while they're actively being managed by you.

How We Try to Protect Your commercial relationships

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Note:

We may contact Duty Holders and suggest a direct relationship, but only when their subscription is at risk due to non-payment, insolvency, termination or relinquishment on your part:

When we might contact the duty holder directly:

1. Non-payment:
You fail to remedy payment default within an agreed period.

2. Partner Exit:
You terminate the agreement, become insolvent or relinquish the organisation.

3. Duty Holder Request:
The duty holder independently requests a direct relationship. We'll give you a heads up if this happens.

4. Funding Withdrawal:
You explicitly say you will no longer fund the duty holder's subscription.

Offering Duty Holders A Managed Service

Your Duty Holder client is legally responsible for managing asbestos under Regulation 4 of CAR 2012. But here's some of the mental load you can take off their hands if you offer a managed service.

- Importing PDF Survey Reports into their Dutyholder.ai Portal ✓
- Checking the Data Import is Accurate ✓
- Creating Action Plans for Ongoing Remediation ✓
- Reviewing Re-inspection Dates and Planning Re-inspections ✓
- Helping them Outline a Scope of Works for Re-inspections ✓
- Undertaking Re-inspections ✓
- Creating Charts for Stakeholders ✓
- Creating Monthly or Quarterly Reports ✓
- Printing and Distributing QR Codes for On-site Contractors ✓
- Identifying Sites without Surveys ✓
- Keeping Data and Records Up-to-date ✓
- Stakeholder Training ✓

Usage Policy

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We've aligned our pricing with risks under management, so our pricing scales with the size of your client's asbestos problem.

Upgrades:

You may increase your licensed Risks Under Management capacity during the contract term at the published rates.

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When you upgrade, you'll pay a one-off pro-rated amount for the current month, then, at the next billing period, the new calculated price based on the new rates.

Downgrades:

We do not issue refunds for downgrades, except under exceptional circumstances.

Usage Cap:

The number of ACMs under management is capped at the agreed risk band.

Document Uploads:

There is an upload limit of 500 documents per month, unless agreed otherwise.

Book a live demo of Dutyholder.ai:

The best way to understand whether Dutyholder.ai is a good fit for your organisation is to schedule a live demo with our team. At the end, we can set you up with a test account to try the software out in your own time.

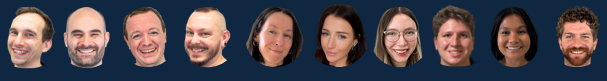
Book a live demo of Dutyholder.ai

Interested, but want to do some more research?

Check out our YouTube channel to see how Dutyholder.ai solves daily problems for duty holders, surveyors, and contractors.

"Working with you has been a dream scenario. I almost can't believe my eyes. Importing the PDF files directly is like magic. I have never seen anything like it".
— Stephen Robertson, Gonville and Caius College (Cambridge University)

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