



The Agency Exit Kit

How to take back your website, your Google listing and your ad accounts in 7 days, without a fight.

For UK practice owners. Free. Use it even if you never work with us.

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Before you start

You pay an agency every month. Maybe you're not sure what it brings in. Maybe you've asked, and the answer was a report full of clicks and impressions.

You've thought about leaving. Then you thought about what you might lose: your website, your Google listing, your reviews, your ad history. So you stayed.

Here's the thing. Most of it is yours, or should be. Getting it back is a few emails and a few logins, done in the right order.

This kit gives you the order, and the emails.

One rule for the whole week: don't cancel anything until you have access to everything. You sign the notice at the end, not at the start.

The 7 things your agency should hand back

For each one: what it is, how to check who owns it today, and what "done" looks like.

1. Your domain name (and its DNS)

What it is. Your web address, for example yourpractice.co.uk. The DNS settings decide where your website and your **email** point.

Check. Ask: "In whose name is the domain registered, and at which registrar?" For a .uk domain, the registrant should be your practice or you, not the agency.

Done looks like. The domain sits in a registrar account in your name, with your login. You know who controls the DNS.

Watch out. If the DNS breaks, your email can stop. Move the domain on a quiet weekday, never the day before a busy clinic.

2. Your website and its hosting

What it is. The site itself, the place it is hosted, and any paid themes or plugins.

Check. Do you have an administrator login (not an "editor" login)? Who pays the hosting? Is the site built on a platform you can log into yourself?

Done looks like. Administrator access in your name, the hosting billed to you (or a full copy of the site handed over), and a list of any paid licences and who holds them.

3. Your Google Business Profile

What it is. Your listing on Google Search and Google Maps: reviews, photos, opening hours, phone number. For most practices, this is where new patients first see you.

Check. Log into Google with your own account and open your profile's users. Are you the **primary owner**? If the agency is the primary owner, you are borrowing your own listing.

Done looks like. You are the primary owner. The agency can stay as a manager until the handover ends, then you remove it.

Watch out. Your reviews belong to the listing, not to the agency. Getting ownership back keeps them.

4. Your Google Ads account

What it is. Where your Google ads run, and the history of everything spent.

Check. Is the account billed to your card or invoice, or to the agency's? Do you have administrator access to the account itself, not only a report?

Done looks like. Administrator access in your name, billing in your name. If the agency managed it through its own manager account, it unlinks once you have admin access.

Watch out. If the account was created and billed entirely on the agency's side, it may not be movable. Then ask for an export of the campaigns, keywords and results before you leave, and start a new account in your name.

5. Your Meta ad account (Facebook and Instagram)

What it is. Where your Facebook and Instagram ads run, plus your pixel and audiences.

Check. Does the ad account belong to **your** business portfolio, with the agency added as a partner? Or does it belong to the agency's?

Done looks like. The ad account, the Facebook page and the Instagram account are owned by your business portfolio. The agency is a partner you can remove.

Watch out. An ad account owned by the agency's business usually can't simply be moved. In that case, ask for an export of results and creatives, and make sure at least your page and Instagram account are yours.

6. Your analytics and Search Console

What it is. The tools that show your website visits and how Google sees your site.

Check. Are you an administrator of your analytics property, and an owner in Search Console?

Done looks like. Admin and owner rights in your name. History stays with the property, so you keep it.

7. Phone numbers and other tools

What it is. Tracking phone numbers on your site or ads, review tools, booking widgets, email lists.

Check. Is the phone number on your website and Google listing **your** practice number? Tracking numbers rented by the agency stop working when the contract ends.

Done looks like. Your real number everywhere it matters, a list of every tool with a login, and who pays for it.

The 7-day plan

Day	What you do	Time
1	Send email 1 (the inventory request). Write down every login you already have.	20 min

Day	What you do	Time
2	Check your Google Business Profile yourself (item 3). If you're not primary owner, send email 2.	15 min
3	Check your ad accounts: Google (item 4) and Meta (item 5). Ask for admin access and the billing details.	20 min
4	Domain and website (items 1 and 2): confirm the registrant and the admin login. Plan any domain move for a quiet weekday.	20 min
5	Analytics, Search Console, phone numbers, other tools (items 6 and 7).	15 min
6	Chase anything missing with email 3. Ask for exports where something can't be moved.	10 min
7	Check the list below. Only when everything is ticked: send your notice (email 4).	10 min

Some steps depend on the agency's reply, and some platforms have their own waiting times. If one item takes longer, you still keep the rule: notice last.

The emails

Short, polite, factual. You are not accusing anyone. You are asking for what you paid for.

Email 1 · Day 1 · The inventory request

Subject: Access inventory for {practice}

Hi {name},

We're reviewing who holds which access for {practice}. Could you send me, by {date}, a list of:

1. Our domain: registrar, and the name it's registered in
2. Our website: platform, hosting, and who holds the administrator login
3. Our Google Business Profile: who is primary owner
4. Our Google Ads and Meta ad accounts: who owns them and who pays them
5. Analytics and Search Console: who has admin rights
6. Any phone numbers, tools or licences you set up for us

Thanks, {your name}

Email 2 · Day 2 · Google Business Profile ownership

Subject: Primary owner of our Google listing

Hi {name},

Please make {your email} the primary owner of our Google Business Profile. You can stay as a manager for now.

Thanks, {your name}

Email 3 · Day 6 · The reminder

Subject: Re: Access inventory for {practice}

Hi {name},

We still need: {missing items}.

Where something can't be transferred, please send an export of the data and results instead.

Thanks, {your name}

Email 4 · Day 7 · The notice (only when everything is ticked)

Subject: Notice for {practice}

Hi {name},

Thank you for your work. As per our agreement, this is our notice. We now hold the access we need.

Please confirm the end date, and remove your access from our accounts on that date.

Thanks, {your name}

Check your contract for the notice period before you send email 4. This kit isn't legal advice.

The checklist

- ☐ Domain registered in my name, in my own registrar account
 - ☐ I know who controls the DNS (and my email still works)
 - ☐ Administrator login to the website; hosting in my name or a full copy received
 - ☐ Primary owner of my Google Business Profile
 - ☐ Admin access and billing in my name on Google Ads (or an export received)
 - ☐ My business owns the Meta ad account, page and Instagram (or an export received)
 - ☐ Admin of analytics, owner of Search Console
 - ☐ My real phone number on the site and the listing
 - ☐ A list of every other tool, login and licence
 - ☐ Notice sent, end date confirmed
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When you've taken everything back

You now own your marketing. That's the first problem solved.

The next one is simple to ask and harder to answer: **who does the work now, and how will you know it's working?**

A free diagnostic answers the first half: where patients find you, where they find someone else, and what to fix first. A surgeon reads it. No call unless you ask.

forge-marketing.com/practice-diagnostic

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