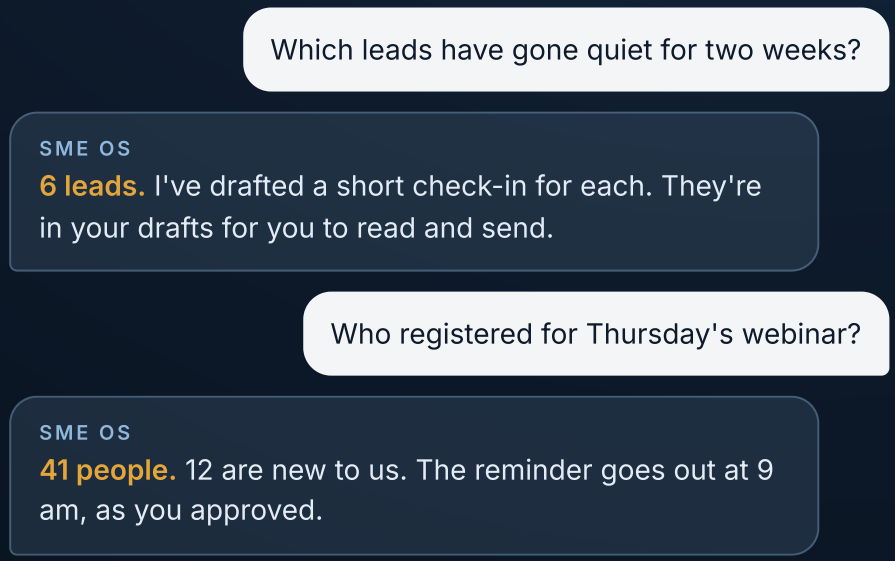
Human Premium
AI ADVISORY · POWERED BY ARTERS

ARTERS SME OS

Your marketing, training and CRM, *run by AI.* Built for your business.

Not a template. We build it around how your business actually sells, in your own private workspace, connect it to AI, train your team, and run it with you every month. What we build is written down, signed and priced up front.



For SMEs in Singapore

Personalised within a signed scope

Live in week 1 or your first month is free

ISSUED 20 NOV 2026 · 01

WHAT YOU GET

Three business functions, built around your business.

Most small firms pay for marketing, course and CRM tools and use a fraction of them. SME OS sets them up properly, on one platform, and lets you run them by asking.

01

Digital marketing

- Your website and landing pages
- Email follow-ups and campaigns
- A webinar or a short book to win new prospects

> *"Draft this month's newsletter from our three new posts."*

02

Training

- Online courses for staff and customers
- Onboarding paths for new hires
- Quizzes and certificates

> *"Which staff haven't finished onboarding?"*

03

CRM

- Contacts, tags and a sales pipeline
- Booking calendar for calls
- Follow-ups that don't slip

> *"Which deals moved this week?"*

PERSONALISED, NOT OFF THE SHELF

A PROPERTY AGENCY TEAM

Listing pages, a home-valuation form, viewings booked straight into each agent's calendar.

New lead · Viewing booked · Offer · Closed

A THREE-PERSON HEADHUNTER

Separate doors for hiring managers and candidates, role briefs, interview booking, a candidate course.

Brief agreed · Shortlist sent · Final interviews · Placed

Our studio makes your content

Videos, images and copy are produced by Arters with today's AI video and image tools. You don't need accounts or skills for any of them. Every piece is checked by a person, and approved by you, before it goes out.

HOW IT WORKS

Agree the scope. Go live in a week. Then a steady monthly rhythm.

1

Scope

One session on your business, your customers and how you sell. We write it into a Scope Sheet with fixed prices. You sign it before we start.

2

Week 1 Boot

Your private workspace, CRM, landing page, first campaign and onboarding course, personalised and live within five business days.

3

Build & train

The packs you chose: website, videos, webinar or book. Your team learns to run it all by asking. Usually 2 to 3 weeks with your approvals.

4

Run

Monthly check-in, quarterly health check and fresh content every month. We keep it tuned.

OUR RULES, IN EVERY CONTRACT

- **Your data stays yours**
  Your workspace is private to you, never mixed with other clients'. If you leave, we hand all of it back.
- **AI drafts, people send**
  Emails, campaigns and posts are prepared by AI and released by a person on your team.
- **No surprises on scope**
  What we build is in your signed Scope Sheet. Anything more is priced and agreed before we do it.
- **Measured, never promised**
  We report what changed, with numbers, not claims.

"We run Arters on SME OS ourselves. You see the real thing, not a demo."

Whee Teck Ong, Founder, Arters

WHAT WE BUILD

Exactly what's in your Week 1 Boot.

Every build is personalised to your business. The quantities below are the limits, so you know what you're paying for.

IN THE BOOT	STARTER	GROWTH	SCALE
Sales pipelines	1	2	3
Tags	10	20	40
Lead forms	1	2	4
Follow-up emails	3	5	2 × 5
Booking types	1	2	3
Automation rules	5	10	20
Landing pages	1	2	3
Contacts moved in	2,000	5,000	20,000 + clean-up
Courses	1	1 + webinar room	2
Live team sessions	1	2	3
Week 1 Boot, one-off	**S$1,488**	**S$2,888**	**S$4,388**

Every tier also gets: your private workspace, AI connected, your first campaign and content pack, and a 30-day plan to make it stick. Pipeline stages are named in your own words.

Prices in this brochure are as at 20 November 2026. The latest price brochure is always at **arters.sg/sme-os-prices**, and it takes precedence over any printed or older copy. Your final price is the one in your signed Scope Sheet.

ADD WHAT YOU NEED

Build packs, then one monthly fee.

Brand website — S$1,888

4–5 pages in your brand. We write the copy from a 1-hour interview. Lead form into your CRM. 2 rounds of changes.

Brand videos — S$2,388

Up to 15 minutes in total, split as you like: 5 videos of 3 minutes, or 3 of 5. Script, voice, footage and captions.

Website + videos together — S$3,388 save S$888

Webinar funnel — S$1,888

A 30–40 minute webinar that runs on its own. We write it, you present. Sign-up page, reminders, replay and follow-ups to a booked call. Growth or Scale.

Lead-magnet ebook — S$1,388

A 30–40 page ebook in your name, from 2 interview hours, designed by Arters Publishing, with a download page and 5 follow-up emails.

BAND	STAFF	MONTHLY, ALL IN	CONTENT EACH MONTH
S	1–10	**S$488**	2 short videos, 10 images
M	11–30	**S$868**	4 short videos, 20 images
L	31–75	**S$1,588**	6 short videos, 30 images
XL	76–200	**S$2,488**	8 short videos, 40 images

Monthly includes

Your platform, monthly check-in, quarterly health check, your content (it doesn't roll over) and template updates. Growth adds S$85 a month, Scale S$170. Twelve-month plan.

Grok for your whole team

Setup S$888 + S$188 per person, then S$28 per person a month. Grok licences are paid by you to the vendor, after we register you as an Arters client.

Changes after you sign: S$180 an hour, estimated and agreed first; an extra round of changes is S$188. Bigger changes go into a revised Scope Sheet you sign again.

WHAT YOU'D PAY: TWO EXAMPLES

See the whole bill before you start.

EXAMPLE A · 3 PEOPLE

A small design studio

Starter, band S. Boot and a brand website.

AT THE START

Week 1 Boot (Starter)	1,488
Brand website	1,888
Upfront	**S$3,376**

EVERY MONTH

Monthly, all in (band S)	**S$488**

S$3,376	S$9,232	S$5,856
upfront	year 1 in total	each year after

EXAMPLE B · 8 PEOPLE

A recruitment firm

Growth, band S. Boot, website + videos, a webinar funnel, Grok for all 8.

AT THE START

Week 1 Boot (Growth)	2,888
Website + videos	3,388
Webinar funnel	1,888
Grok setup (888 + 8 × 188)	2,392
Upfront	**S$10,556**

EVERY MONTH

Monthly, all in (band S)	488
Growth	85
Grok care (8 × 28)	224
Monthly	**S$797**

Grok licences: paid by you to the vendor

S$10,556	S$20,120	S$9,564
upfront	year 1 in total	each year after

OUR PROMISE

Live in week 1, or your first month is free.

Founding clients: the first three get a founding rate on year 1, in return for a case study together.

See it running, live.

A 30-minute call: we show SME OS working on a sample business like yours.

arters.sg →

Prices as at 20 November 2026; the latest price brochure is always at arters.sg/sme-os-prices and takes precedence over this copy. Examples are illustrations; your price is the one in your signed Scope Sheet. No GST: Arters Pte Ltd is not GST-registered. Year 1 = upfront + 12 monthly payments; later years = 12 monthly payments. Firms up to 10 staff and 5,000 contacts, on Starter or Growth, run in a private workspace under Arters' account, included in the monthly fee; larger firms, or firms with sensitive data, use their own systeme.io account through Arters' affiliate link (Arters earns a commission), pay systeme.io directly, and we take that plan's cost off the monthly fee. Domains in your name at registrar cost plus yearly upkeep. "Live in week 1" = 5 business days from kick-off, with your logins, brand and offer details in by then. Grok licences are paid to the vendor directly; Arters never resells them. Subject to a written agreement.