

Agency Vetting Scorecard

For chiropractic and wellness practice owners hiring a social media / Facebook ads agency. From PracticeRated.com (practicerrated.com). Free; not legal advice.

Agency: _____ Date: _____ Quoted monthly fee: \$_____ Setup: \$_____ Ad spend: \$_____

1. Score the agency (rate 1–5; points = rating × weight ÷ 5)

Criterion	Rating	Points
Specialization (25 pts) Works mostly or only with chiropractic/wellness clinics; team knows care plans, PI, cash-pay.	1 2 3 4 5	_____
Pricing transparency (20 pts) Written price for management, setup and every usage fee; ad spend billed directly to you.	1 2 3 4 5	_____
Verified results (25 pts) Named clients you can call; reports cost per booked and showed new patient, not just leads.	1 2 3 4 5	_____
Contract fairness & ownership (15 pts) Month-to-month or short term; no auto-renewal trap; you own ad accounts, pages, GBP, domain, site.	1 2 3 4 5	_____
Independent reviews (15 pts) Independent review history checked; references called.	1 2 3 4 5	_____
Total (out of 100) 80+ strong · 60–79 OK with written fixes · under 60 walk away		_____

2. Ask these 10 questions (write the answer down)

1. Will my Meta ad account, Facebook page, Instagram, Google Ads, Google Business Profile and domain be in my name, with you added as a partner?

2. Is ad spend charged directly to my card by Meta/Google, or does it pass through you?

3. What is the minimum term, does it auto-renew, and exactly how do I cancel (notice period, method, fees)?

4. Is there a setup fee, and what do I get for it?

5. If you build a website or landing pages, do I own them and can I move them when I leave?

6. What does your guarantee count (leads, booked, showed or paid patients), and what disqualifies me?

7. Who actually does the work: in-house staff, contractors or an offshore white-label team?

8. Can I speak with three current chiropractic clients in a market like mine, named and with contact details?

9. What will I see each month: cost per lead, cost per booked visit, show rate, cost per new patient?

10. If you touch patient data (forms, CRM, texting), will you sign a BAA, and are testimonials HIPAA-safe?

3. Contract checklist: is it in writing?

- ☐ Term: month-to-month, or 90 days maximum to start; no auto-renewal into a long term
- ☐ Cancellation: 30 days' written notice by email, no early-termination fee
- ☐ Ownership: ad accounts, pages, GBP, domain, website, creative and lead data are the practice's
- ☐ Ad spend: billed directly by the platform to the practice's card
- ☐ Exit: within 7 days, admin access is returned and agency access removed
- ☐ Fees: setup fee itemized; all usage charges (SMS, AI minutes) priced
- ☐ Guarantee: the metric, the timeframe and every condition written out in full
- ☐ Reporting: monthly, including cost per booked and per showed new patient
- ☐ HIPAA: BAA signed if they handle PHI; no PHI in ad targeting
- ☐ Data: no assignment of your patient data, de-identified or not, to the agency

4. Instant red flags (any one = slow down)

- ☐ **Long contracts and auto-renewal:** 12-month minimums, auto-renewal, early-termination fees, and "pay the rest of the term if you cancel" clauses.
- ☐ **They own your accounts:** If the agency owns the ad account, the Facebook page, the Google Business Profile or the domain, you lose your history and audiences when you leave. Insist on your own Meta Business Manager and Google Ads account, with the agency added as a partner.
- ☐ **Rented websites and landing pages:** "Free" websites that are actually leased, or sites you are not allowed to move to another host. Rented funnels mean you start from zero when you leave.
- ☐ **Guarantees with fine print:** "100 new patients or you don't pay", where qualification is "agreed before launch". "30+ qualified leads or your money back", where leads are not patients. Trial periods with conditions that aren't in the contract.
- ☐ **"New patients per month" promises:** No agency controls your phones, scripts, pricing or show rate. Ask whether a figure counts leads, booked appointments, showed patients or paid patients.
- ☐ **Shifting prices on the sales call:** Quotes that drop sharply during a single call. Pricing that moves that much tells you the first number was never real.
- ☐ **Hidden ad-spend handling:** Ask whether ad spend is billed to your own card on the platform, or passes through the agency (where it can be marked up).
- ☐ **Reviews that are too perfect:** Thousands of 5-star reviews with no detail, or reviews that don't match what local doctors tell you, deserve a closer look.

5. Reference calls

Clinic & doctor	Months with agency	Booked/showed new patients per month	Would rehire?

See independent ratings of 19 agencies: practicerrated.com/best-chiropractic-social-media-marketing-agencies-2026.html · Ratings are never for sale.