

# Welcome to the Intuit® Reseller Program

## Authorized Reseller Program

As an Authorized Reseller Program member, you stand out from the crowd with a proven ability to sell, install, and support Intuit Small Business Solutions, including software licenses, hardware, and online service referrals. This guide is your directory to the benefits available to Authorized Reseller members.

| BENEFITS   | Premier         | Authorized   |
|--|-----------------|--------------|
| Discounts on select Intuit Product Licenses  | ✓               | ✓            |
| Intuit Sales Commissions   | ✓               | ✓ Limited    |
| Referral Incentive Programs  | ✓               | ✓ Limited    |
| Quarterly Rebates  | ✓               |              |
| Co-op Marketing Funds  | ✓               |              |
| Intuit Reseller Program Resource Library (ChannelBridge) and Digital Marketing Center (Zift) | ✓               |              |
| Channel Sales Manager Support  | ✓               | Disty        |
| Partner Locator  | ✓               |              |
| Procurement  | Direct or Disty | Disty or CSM |
| NFR Complimentary/Demo Products  | ✓               |              |
| Intuit Product Support   | ✓               | Disty or CSM |
| REQUIREMENTS   |                 |              |
| Annual Sales Minimum   | \$30K           | ✓            |
| Intuit Program Agreement   | ✓               | ✓            |
| Compliance with Minimum Advertised Pricing Policy  | ✓               | ✓            |
| Intuit Product Certification   | ✓               |              |

## Program Benefits - Detailed Descriptions

The Program Benefits described in this section outline the entitlements granted to Authorized Reseller members in good standing.

### Compensation

Authorized Reseller members have access to a range of Intuit solutions to offer along with your value-added services. All purchases at the Authorized Reseller member level can be made by contacting an Intuit Reseller Program authorized distributor or an authorized Channel Sales Manager (CSM).

| Compensation  | Premier  | Authorized   |
|---|--|--|
| QuickBooks Enterprise New Users   | 35% Commission   | 25% Commission   |
| QuickBooks Enterprise FSP to Subscription   | 20% Commission   | 15% Commission   |
| QuickBooks Enterprise FSP or Subscription Renewal   | 10% Commission   | 5% Commission  |
| Field Service Management Licenses   | 25% Residual   | 20% Commission   |
| QuickBooks Enterprise Hosted Bundle/Hosting Add-Ons   | 28% Commission   |  |
| QuickBooks Desktop Licenses (Pro, Premier, Acct)  | Up to 35% Discount   | Up to 30% Discount   |
| QuickBooks Pro Plus & Premier Plus Subscriptions  | 20% Commission<br>(for initial subscription)               | 20% Commission<br>(for initial subscription)               |
| QuickBooks Online   | \$50 Bounty Simple Start<br>\$150 Bounty Essentials & Plus | \$50 Bounty Simple Start<br>\$150 Bounty Essentials & Plus |
| Intuit Payments Referrals   | 40% Profit Share   | 35% Profit Share   |
| Intuit Payroll Referrals<br>Assisted Payroll<br>Intuit Full Service Payroll<br>QuickBooks Online Full Service Payroll | 20% Residual<br>25% Residual<br>\$300 Bounty               | 15% Residual<br>20% Residual<br>\$300 Bounty               |
| Intuit Payroll (Enhanced)   | \$25 Referral  | 25% Discount   |
| QuickBooks POS Software Licenses  | 20% Commission   | 10% Commission   |
| POS Peripherals & Supplies  | 9-20% Discount   | 9-20% Discount   |
| ProAdvisor Membership   | \$25 Bounty  |  |
| Secure Plus Checks and Tax Forms (checks & supplies)  | 35% Commission   |  |
| Quarterly Rebates   | 3%/5%/7%   |  |
| Lead Protection   | 20%  |  |
| Marketing Funds   | 3% Co-Op   | Distry Managed   |
| All discounts represent target discount off Intuit MSRP. Compensation benefits are subject to change.                 |  |  |

## Branding and Identity

To help you promote your status we have developed the Authorized Reseller brand identity including a main program logo and an Authorized Level version. These logos along with brand guidelines can be found in the Authorized Resource Library for download and use, subject to program terms.

## Intuit Systems & Tools

The following on-demand resources are available to support your day-to-day questions. The Intuit Reseller Master QuickBase and Resource Library are your main links into your online information including the following key features:

- ✓ Complete list of your business information on file, services offered, company contacts and roles
- ✓ Links to marketing tools and information

## Program Requirements

Here's a summary of the major requirements to remain an active Intuit Authorized Reseller member in good standing. You can find more details on select requirements as referenced within by visiting the Intuit Authorized Resource Library.

### Authorized Reseller Agreement

All Authorized Reseller members are required to accept the terms of the Authorized Reseller Program Agreement. Once your firm has been approved for Authorized status your Intuit Reseller Master QuickBase account will provide a link to review and accept the terms of the agreement.

### Online Advertising Guideline

The Intuit Reseller Program is designed to represent a high value shopping and licensing experience for customers where assisted solution design and selection, as well as ongoing support are valued. In accordance with this, Authorized Resellers are prohibited from engaging in any price-based online advertising where price, discounts, or promotions are mentioned without explicit approval from the Intuit Reseller Program team. Authorized Resellers are encouraged to appropriately utilize various online marketing vehicles to promote their value-added services and offerings as part of a comprehensive Intuit solution offering. In addition, list prices may be published along with any Intuit approved promotional copy which can be found in the Authorized Resource Library.

Resellers are expected to review the monthly Promotional Guidance and annual Minimum Advertised Price (MAP) policy and comply with the directives therein. Policies can be updated at any time.

### Product Returns

The guidelines for product returns are as follows:

- Intuit accepts returns of individual product so long as it is within 60 days
- Intuit does not provide returns/refunds on bulk orders
- Resellers should refund customers who return product to them so long as it is within 60 days.

### Certification

Certifications are available for QuickBooks Enterprise Solutions, QuickBooks Online, and Intuit Field Service Management (certifications managed by Corrigo).

## Program Status Audits & Evaluations

The Intuit Reseller Program is designed to provide structure and recognition based on skills and performance. Members with more than \$20,000 net annual sales in qualifying Intuit Software licenses and hardware have the option of applying for Premier Reseller member status. Status upgrades are subject to Intuit Reseller management approval and based on member ability to meet the full requirements of the Premier Reseller program level.

The Intuit Reseller management team reserves the right to audit performance against current program requirements and customer satisfaction at any time.

## Marketing Guidelines

### Authorized Services

- You are authorized to provide QuickBooks product knowledge and/or consulting - i.e., helping users to choose, install, set up and use the software - in any country, for any country.
- You are not authorized to provide accounting or tax advice except in jurisdictions where you have expertise and/or regulatory knowledge.
- Paid phone-based support cannot be the primary focus of your business.
- You are not authorized to provide use of an Intuit Product in an application service provider, online hosting, or other similar arrangement unless you are a participant in Intuit's Hosting Program.

### Marketing Standards

1. You cannot use "QuickBooks," "QB," "Intuit," "Turbo" or "ProAdvisor" (the "Intuit Brands") or brand elements (e.g. "quick," "intui," or "tuit") in the name or branding of your business, products/services, or any business materials.
2. While providing services under the Program, the company that maintains the IRP membership should operate only under one business name/DBA, unless otherwise expressly authorized by Intuit.
3. Your logos cannot be a mimicked version, similar to or an alteration of an Intuit Brand logo; nor, can your logos contain any Intuit Brands, brand elements or Intuit logos.
4. Your business name and/or logo must be clearly displayed at the top of your website.
5. Your business name and/or logo must appear larger than any Intuit Brand or Intuit Brand logo, including but not limited to badging or authorized logos you display on your website, under the Intuit Reseller Program Agreement.
6. Your website URL cannot contain any Intuit Brand or brand element. For example, you cannot use [www.quickbooksreseller.com](http://www.quickbooksreseller.com), [www.qbreseller.com](http://www.qbreseller.com) nor [www.quickreseller.com](http://www.quickreseller.com), or any variations thereof.
7. Your website cannot contain any Intuit website design elements from any Intuit-owned website nor any photographs from any Intuit-owned website.
8. You must display the following notice on any materials where the Intuit and/or QuickBooks name is mentioned  
"Intuit and QuickBooks are registered trademarks of Intuit Inc."

9. You may use the Intuit provided product box shot images and any Intuit provided image on your website. You are allowed to resize the images to the exact proportion of their original height and width. The images cannot be “violated” or touched by any other text or graphics in any way, they must appear in their original colors, and there must be a border of space of at least 10% of the total height of each image surround the image on all sides in every instance.
10. You can use screenshots as set out at the following link:  
<https://www.intuit.com/legal/permissions/>
11. You may only use the following approved phrase(s) to promote, advertise, market or communicate your reseller status:  
“Member: Intuit Reseller Program,” “Member of the Intuit Reseller Program,” Intuit Reseller Program You cannot use the terms “Intuit Partner” or any other description other than what is set forth above.
12. You cannot misrepresent your relationship with/to Intuit. When you promote, advertise, market or communicate in any manner, you cannot state or imply that you are affiliated with Intuit in any way other than your membership in the Program. (For example, you cannot answer the phone as “Intuit” or “QuickBooks Support.” You must answer the phone “XYZ Company.”)
13. You cannot state, imply, promote, advertise, market or communicate in any manner that you are working for or on behalf of Intuit (or QuickBooks or any other Intuit offering) or are an exclusive partner of Intuit. For example, you cannot state or imply that you or your staff are employees or representatives of Intuit, or official outsourcing partners of Intuit.
14. You must accurately disclose the following business information on your website: the business name, the physical location and street address of the business (whether an office or a residence) and accurate contact information.
15. If asked by a customer/end-user, all individuals within your business who assist QuickBooks end-users must disclose the physical location of the office from which they provide services.
16. You must disclose on your website all of the territories you serve.
17. You must disclose on your website all of the services you provide.
18. You cannot promote, advertise, market or communicate your services as being primarily focused on paid phone-based technical support.
19. You must display the current Intuit Reseller Program badge on your website home page.

## Advertisement Standards

(including but not limited to Google Ads)

1. All advertisements must clearly display your business name and/or your brand name as the primary element in the ad.
2. All ad titles must lead with your own business name or brand, or with an industry descriptor and cannot lead with Intuit Brands. For example, the ads cannot use “QuickBooks,” “QB,” or “Intuit” as the primary element in the ad (e.g., cannot say “QuickBooks Support” instead it must say “XYZ Company - Support for QuickBooks”).
3. Service offered in the ad cannot solely be for paid phone-based technical support.
4. Ads cannot claim “24/7” availability.
5. Visible URL of ad cannot contain “QuickBooks,” “QB,” “Intuit,” or any other Intuit Brand or brand element before the root domain or within the root domain, or any terms that appear before the “.com”. For example, you cannot use “quickbooks.XYZresellername.com” or [www.quickbooksXYZreseller.com](http://www.quickbooksXYZreseller.com) as your visible URL.

6. All URLs, including visible URLs in your ads, must comply with the following requirements:
  - a. Use of Intuit brands as the "direct object" in the URL directory or path is OK
    - i. Example of authorized use "XYZreseller.com/BuyQuickBooks"
  - b. No use of Intuit Brands on a stand-alone basis after the ".com"
    - i. Example of prohibited use: "XYZreseller.com/QuickBooks"
  - c. No use of Intuit Brands in front of descriptive or generic terms after the ".com"
    - i. Example of prohibited use: "XYZreseller.com/QuickBooksServices"
7. In addition to what is set forth in the General Marketing Guidelines, you must negative match for the following keywords: "QuickBooks" and "QuickBooks Online".
8. You cannot bid on any stand-alone Intuit brands (e.g. QuickBooks, QuickBooks Payroll, QuickBooks Payroll Enhanced, QuickBooks Point of Sale, QuickBooks Enterprise, QuickBooks Online, QB, QBO, QBOA, QuickBooks Online Accountant, QuickBooks Desktop, Intuit QuickBooks, QuickBooks Desktop Pro etc.).
9. You may only bid on keywords that include an Intuit brand accompanied by a value-add or service (e.g. QuickBooks product demonstration, QuickBooks implementation, QuickBooks customization etc.).
10. If you have any questions, reach out to your Account Manager.