

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 (for initial subscription) | 20% Commission (for initial subscription) |
| QuickBooks Online | \$50 Bounty Simple Start \$150 Bounty Essentials & Plus | \$50 Bounty Simple Start \$150 Bounty Essentials & Plus |
| Intuit Payments Referrals | 40% Profit Share | 35% Profit Share |
| Intuit Payroll Referrals Assisted Payroll Intuit Full Service Payroll QuickBooks Online Full Service Payroll | 20% Residual 25% Residual \$300 Bounty | 15% Residual 20% Residual \$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.

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.

