

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 and Digital Marketing Center	✓	
Channel Sales Manager Support	✓	Distribution
Partner Locator	✓	
Procurement	Distribution or Direct	Distribution or Direct
NFR Complimentary/Demo Products	✓	
Intuit Product Support	✓	Distribution or Direct
REQUIREMENTS		
Annual Sales Minimum	\$50K	✓
Intuit Program Agreement	✓	✓
Compliance with Minimum Advertised Pricing Policy	✓	✓
Intuit Product Certification	✓	

Benefits and requirements are subject to change.

Program Benefits - Detailed Descriptions

The Program Benefits described in this section outline the entitlements granted to Authorized Reseller members in good standing. These benefits have been designed to help grow your business and reward top performance.

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 and Upgrades in year 1	35% Commission	25% Commission
QuickBooks Enterprise FSP to Subscription	20% Commission	15% Commission
QuickBooks Enterprise Subscription Renewal	10% Commission	5% Commission
Field Service Management Licenses	25% Residual	20% Commission
QuickBooks Enterprise Hosted Bundle/Hosting Add-Ons	28% Residual	28% Residual
QuickBooks Desktop Licenses (Pro, Premier, Mac, 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 New and Upgrade Software Licenses	40% Commission	10% Commission
POS Peripherals & Supplies	Up to 20% Discount	Up to 20% Discount
ProAdvisor Desktop Membership	\$25 Bounty	
Secure Plus Checks and Tax Forms (checks & supplies)	35% Commission	35% Commission
Quarterly Rebates	3%/5%/7%	
Lead Protection	20% of Net Sale	
Marketing Funds	3% Co-Op	Managed by Distribution
Intuit Reseller compensation benefits are subject to change.		

Definitions

Discounts referenced above are calculated and applied at the time the sale is made and are a deduction from the list price of the offering.

Commission - A one-time amount paid to the Reseller based on the net sale, annualized.

Net Sale - The gross amount of the sale minus any discounts or adjustments.

Annualized (for monthly subscriptions) - The recurring amount of the second month's payment x 11 (months) + the first month's billed amount.

Residual - Ongoing monthly payment for the life of the active subscription.

Profit Share - The net profit received by Intuit for a service.

Bounty - One-time payment at a set amount earned at the time of the initial successful sale of the related offering.

Seat and Tier Upgrades/Downgrades

QuickBooks Enterprise Upgrades: When a customer adds seats or increases their QuickBooks Enterprise tier during the first year of the subscription, the Reseller will be paid on the net sales dollars of the incremental charge for the customer (i.e. the net amount billed to the customer for the upgrade transaction).

QuickBooks Enterprise Downgrades: When a customer removes seats or reduces their QuickBooks Enterprise tier within 180 days of their initial order, the commission will be adjusted to reflect the commission for the downgraded sale. The Reseller will see a negative commission equal to the difference between the commission on the initial order and the commission on the downgraded order. Outside of 180 days from the initial order, the Reseller will not receive a commission nor an adjustment to the prior commission.

Enterprise Full Service Plans: FSPs have been discontinued and add-seats are not available for legacy FSP customers.

QuickBooks Desktop Plus: Resellers will be paid on the net sale of incremental seats or tier to the Plus subscription during the first year. The commission will be calculated on the net amount billed to the customer for the upgrade transaction. For downgrades, the Reseller will not receive a commission nor an adjustment to the prior commission.

Product-Specific Payment Information

QuickBooks Enterprise Subscription Suspends and Resumes: Resumes (re-activating an ES subscription) are not considered a new sale and are not eligible for new business commission if suspended for less than 180 days. Once a suspended subscription resumes, you will receive renewal commission on the scheduled renewal date. Subscriptions that are inactive for more than 180 days qualify as a new GNS when they are resumed.

QuickBooks Enterprise Subscription Cancellation: If a customer subscription cancels within 180 days of the original order, a negative commission adjustment will occur. If the customer is active beyond 180 days, no adjustment will occur upon cancellation.

Field Service Management: Residuals will be paid on the net sale beginning on the second month of the subscription.

Enterprise Hosted Bundle and Stand-Alone Hosting: Residual will be paid on the net sale each month. The Enterprise Hosting portion is paid at a 28% residual rate for the first year. The related Enterprise software subscription commission is paid at 25% for the initial order and 5% for subsequent renewals.

Assisted Payroll and Intuit Full Service Payroll: Residuals are paid based on monthly subscription fees plus any per employee fee charged for that month.

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. Resellers are responsible for reviewing the brand guidelines 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.

Sales Minimum

Authorized Resellers are required to have sold at least one unit of Intuit software within a rolling 12-month period to remain active in the program.

Online Advertising Guidelines

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.

After a new product version is released, Resellers may not advertise the previous version on any platform other than their own website after a period of 60 days from the release of the new version.

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

Product Installation and Returns

Intuit desktop software must be installed at an end-user site within fifteen (15) days from the date that it is delivered to a Reseller by disc or tangible media, distributed through electronic means, or made accessible from the Web. If customer is unable to accommodate product installation within fifteen days, the Reseller must notify the customer that the start date for any Intuit support or professional services plan begins on the software activation date.

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 that haven't been sold to an end-user
- Resellers should refund customers who return products 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. Authorized Resellers are required to have sold at least one unit of Intuit software within a rolling 12-month period to remain active in the program. Members with more than \$40,000 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, www.qbreseller.com nor 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 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 Channel Sales Manager.
11. 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"
12. In addition to what is set forth in the General Marketing Guidelines, you must negative match for the following keywords: "QuickBooks" and "QuickBooks Online".
13. 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.).
14. 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.).
15. If you have any questions, reach out to your Account Manager.

