



# Welcome to the Intuit® Reseller Program

## Premier Reseller Program

As a Premier Reseller you stand out from the crowd with a proven ability to sell, install, and support Intuit's products and services, including software licenses, hardware, and online service referrals. This guide is your directory to the benefits available to Premier Reseller members.

<b>BENEFITS:</b>	<b>Premier</b>	<b>Authorized</b>
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	<b>Direct or Disty</b>	Disty or CSM
NFR Complimentary/Demo Products	✓	
Intuit Product Support	✓	Disty or CSM
<b>REQUIREMENTS:</b>		
Annual Sales Minimum	<b>\$30K</b>	✓
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 Premier Reseller members in good standing. These benefits have been designed to help grow your business and reward top performance.





## Margin & Revenue Share Compensation

Premier Reseller members have access to a wide range of Intuit solutions to refer and offer along with your value-added services. In order to reward you for your efforts, several compensation benefits exist. These vary depending on whether you are selling QuickBooks software licenses or hardware bundles, or referring customers to Intuit services like Payroll or Payments which generate monthly residuals. Premier Resellers must comply with documented certification requirements in order to engage in referrals or sell Intuit Licenses and enjoy a range of compensation benefits.

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 (on direct purchase only)	\$100 Bounty Essentials & Plus (purchased through distribution)
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% of Net Sale	
Marketing Funds	3% Co-Op	Disty Managed
Intuit Premier Reseller compensation benefits are subject to change.		





## Rebate Program

Premier Reseller members in good standing are eligible to participate in a quarterly performance-based rebate plan which serves as a bonus revenue stream.

These products are eligible for the rebate:

- ✓ QuickBooks Enterprise Solutions – Silver, Gold, and Platinum Subscriptions
- ✓ QuickBooks Point of Sale Desktop software licenses – new software and upgrades
- ✓ QuickBooks Point of Sale Desktop hardware and supplies
- ✓ QuickBooks Desktop Product licenses – including Pro and Premier and Pro Plus/Premier Plus

Premier Rebate Thresholds		
Tier 1 = 3%	Tier 2 = 5%	Tier 3 = 7%
\$7500 to \$14,999	\$15,000 to \$29,999	\$30,000 and Above

Terms and Conditions: To be eligible for the rebate program, you must be a Premier Reseller member in good standing. Sales dollars that are applied toward the rebate are accrued quarterly; amounts do not rollover to the next quarter.

During the first half of Fiscal Year 2018 (August 2017 – January 2018), we will be running a special incentive for Resellers who sold over \$100,000 in qualified Intuit products and services during FY17. Resellers are eligible for an additional 3% on revenue over and above their previous year’s quarter over quarter sales, once their increase reaches 20%. Only the dollar amount above last year’s revenue qualifies for the additional rebate. Incentive rebates will be calculated and paid on a quarterly basis.

For Resellers who sold over \$500,000 in qualified Intuit product and services during FY17, an additional 4% will be available if the quarterly sales reach 15% above the previous year’s quarter over quarter revenue. Only the dollar amount above last year’s revenue qualifies for the additional rebate. Incentive rebates will be calculated and paid on a quarterly basis.

For Resellers who sold over \$1,000,000 in qualified Intuit product and services during FY17, an additional 5% will be available if the quarterly sales reach 10% above the previous year’s quarter over quarter revenue. Only the dollar amount above last year’s revenue qualifies for the additional rebate. Incentive rebates will be calculated and paid on a quarterly basis. \$1M Club members also get special pricing on bulk buys of QuickBooks Pro and Premier.

## Profit Share

Revenue share is paid to Premier Resellers in good standing as a percent of the net revenue to Intuit from active customers per the current Premier Reseller compensation schedule. All revenue share is paid monthly at current program levels unless otherwise noted.

*From time to time Intuit may offer promotional discounts, rebates, or other incentives. Visit the Premier Resource Library (aka ChannelBridge) for the very latest information on pricing and promotions.*





## Intuit Channel Sales Manager

Premier Resellers are assigned a designated Intuit Channel Sales Manager to work with on business planning, marketing strategies, local training, and other business development activities. Your Channel Sales Manager is your primary point of contact for all your Partner-related needs.

## Technical Support

As a Premier Reseller, the work you do with customers will often include the design of a customized solution along with the deployment and implementation of products, in some cases involving complex environments.

We recognize that these complex environments occasionally create challenges, and receiving timely support to resolve issues is crucial. A support system has been set up for Resellers, giving them access to dedicated support via one number: 800-607-7513

Single number and Reseller queues for each product are behind a simple Interactive Voice Response (IVR) with experienced agents for each product.

- Option 1 - QuickBooks Pro, Premier, or Enterprise Solutions
- Option 2 - QuickBooks Point of Sale
- Option 3 - Payroll Solutions
- Option 4 - Payments Solutions
- Option 5 – QuickBooks Online

## Product Certification Training

Certification training is a requirement of the Reseller Program and is available through IRP University and the ProAdvisor Program. Certifications are available for QuickBooks Enterprise Solutions, QuickBooks Online, and Intuit Field Service Management (certifications managed by Corrigo).

## Co-op Marketing Funds

As a successful Premier Reseller member, you've worked hard to identify and grow your pipeline to drive sales of Intuit software licenses and related products. The Intuit co-op program has been developed to help fuel your ongoing marketing and business development efforts by accruing a percent of your Intuit qualifying net sales into a co-op fund.

Funds are accrued into your co-op account on a quarterly basis and can be used in the following quarter based on your approved marketing plan. Below is a schedule of current co-op accrual percentages. Refer to the co-op guidelines in ChannelBridge for information on how to request and claim funds and put your marketing plans in motion.

Co-op Accrual Schedule	
QuickBooks Enterprise	QuickBooks POS (Hardware & Software Licenses, see Rebate Program for eligible product list)
3%	3%

For Resellers who sold over \$1,000,000 in qualified Intuit product and services during FY17, 3% co-op will also be accrued for QuickBooks Pro, QuickBooks Premier, and QuickBooks Accountant Edition if





the quarterly sales of those products reach, at a minimum, the previous year's quarter over quarter revenue.

### Lead Protection Program

Intuit respects the relationship between a Premier Reseller and your current or prospective customers and has provided a set of methods for you to let us know the customers you are working with. We work hard to direct these customers back to their Premier Reseller should they contact Intuit directly.

There are times when the customer still chooses to make their product purchase directly from Intuit. If this should occur, Intuit will reimburse the Premier Reseller member 20% of the list price value of the order up to a maximum payout of \$6,000 per registered opportunity. Lead protection will only be honored for one reseller should multiple resellers apply for protection on the same opportunity.

A qualified registered opportunity, including a completed opportunity in the Intuit Reseller Master QuickBase lead referral system along with a customer proposal or quote, must be registered prior to the date of customer order to qualify for lead protection payment. Premier Resellers must notify Intuit of the lost sale within thirty (30) days of customer purchase to receive payment.

### Directory Listing

Intuit customers frequently look for assistance in obtaining, installing, and servicing their Intuit software and other related solutions, and Intuit wants to make sure these customers can find the help they need. As a Premier Reseller your main location along with qualifying locations will be listed in a directory designed to help customers find a local expert.

### Marketing Tools

You have managed to create and build a successful business through hard work and your own unique sales and marketing efforts, but growing and expanding that business through marketing can often be a challenge. We take some of the guess work out of marketing by providing marketing tools including content syndication, social marketing, email templates and best practices.

### Branding and Identity

You've earned the right to call yourself a Premier Reseller, and we want to make sure your customers recognize your status. To help you promote your hard earned status we have developed the Premier Reseller brand identity including a main program logo and a Premier Level version. These logos along with brand guidelines can be found in ChannelBridge for download and use, subject to program terms.

### Communication Programs

The Premier Reseller Program offers a wealth of information, features, and benefits for you to take advantage of; however this can also mean an overload of information as you're trying to run a thriving business of your own. The Intuit Reseller communications program offers a customizable set of communications tools ranging from partner conference calls, to information webcasts, email newsletters, a calendar of events, and a library of resources in ChannelBridge.

### Intuit Systems & Tools

We realize there are times when business questions require a quick answer; therefore, your Intuit Channel Sales Manager is backed by several key on-demand resources available to support your day-to-day questions. The Intuit Reseller Master QuickBase and ChannelBridge 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
- ✓ Summary of your orders and a mechanism to request a new order
- ✓ Sales performance and rebate eligibility tracking
- ✓ Lead registration and lead tracking
- ✓ Current product license pricing and promotions
- ✓ Links to sales & marketing tools and information
- ✓ Co-op request and claims process

## Internal Use Products

The best endorsement of a product is your internal use, and we've made it easy and affordable for you to use a wide range of Intuit small business solutions. What better way to showcase the power of our offerings than to use them yourself. In addition to internal use products, Premier Resellers also receive discounts on select industry publications and newsletters.

Following is a list of the products currently offered to active Premier Reseller members in good standing.

- ✓ QuickBooks Enterprise Solutions: 10-user Accountant Edition license (with AI, CS, FSP)
- ✓ QuickBooks Premier: 1-User Accountant Edition license
- ✓ QuickBooks Merchant Services (one-year subscription with aggressive merchant processing rates)
- ✓ QuickBooks Enhanced Payroll for Accountants (one time, one-year subscription)
- ✓ QuickBooks Point of Sale Multi-Store license (two copies with one seat each)

Visit ChannelBridge for the most current list of POS demo unit pricing and details.

## Program Requirements

You've worked hard to earn the elite status of Intuit Premier Reseller member in good standing. To maintain this status and the benefits that come with it, you'll need to maintain a few important performance metrics and certifications throughout the year. Here's a summary of the major requirements. Please reach out to your Channel Sales Manager (CSM) if you need more details on select requirements.

### Premier Reseller Agreement

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

### Sales Minimum

The Premier Reseller level is an earned status based on achieving and maintaining a minimum annual sales volume of \$30,000 as measured by the most recent twelve months of qualifying net sales. To ensure ongoing compliance with this requirement, Premier Resellers can view real time sales information at any time by visiting the Intuit Reseller Master QuickBase.

### Certification

The sale and support of advanced business and financial software licenses and solutions requires a solid skill set that enables you to work as a true consultant to your customers and ensure the best architected solution for their needs.





Intuit Premier Resellers are required to maintain at least one (1) certified individual on staff per location in at least one of the Intuit solution categories listed below. Further, a Premier Reseller will only be granted authorization for additional solution categories once they have a documented certified individual on staff. Should your certified employee leave your organization, a sixty-day grace period will be allowed to return to certification compliance.

**Current solution categories:**

- QuickBooks Enterprise Solutions
- Retail Solutions

Certification may be achieved either through successful completion of the certification by an existing employee or by hiring a currently certified individual.

**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, Premier 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. Premier 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 ChannelBridge.

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 Installation and Returns**

Intuit software must be installed at an end-user site within fifteen (15) days from the date that it is delivered to PREMIER 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, PREMIER RESELLER must notify customer that the start date for any Intuit support or professional services plan begins on the software order date. (refer to 9.1.2 of the Premier Reseller Agreement)





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.

## Program Status Audits & Evaluations

The Premier Reseller Program is designed to provide structure and recognition based on skills and performance. Premier level status will be evaluated from time to time to maintain program integrity. The Intuit Reseller management team reserves the right to audit performance against current program requirements and customer satisfaction at any time.

Should you fall behind in one or more Premier Reseller requirements, a notification of failure to comply may be sent and your Premier Reseller status put on probation with a specific set of performance objectives for the following quarter. If you succeed in meeting the established objectives, there will be no change in program status. Failure to meet the probation objectives may result in a loss of some or all program benefits including but not limited to a downgrade in program status.

## 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.