



# 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. This guide is effective as of March 15, 2018. These terms apply for all activities going forward and supersede all other previous benefits.

<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 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
<b>REQUIREMENTS:</b>		
Annual Sales Minimum	\$50K	✓
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.

### 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 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 Premier 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 35% for the initial order and 10% 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.

### 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, Mac, and Premier and Pro Plus/Premier Plus

Premier Rebate Thresholds		
Tier 1 = 3%	Tier 2 = 5%	Tier 3 = 7%
\$12,500 to \$24,999	\$25,000 to \$49,999	\$50,000 and Above

Terms and Conditions: To be eligible for the rebate program, you must be a Premier Reseller member in good standing. Sales dollars subject to the calculation are based upon quarterly activity, net of discounts and adjustments. Each quarterly calculation begins a new threshold target; sales volume does not rollover to subsequent quarters. Orders placed through distribution must abide by quarterly deadlines in order to receive credit for that quarter. Check with your CSM on quarterly deadline dates.

During the second half of Fiscal Year 2018 (February 2018 - July 2018), Resellers who sold \$250,000-\$499,999.99 in qualified Intuit products and services during the period of February 2017 - January 2018 are eligible for an additional 3% on net sales over and above their previous year's quarter over quarter sales, once their increase reaches 20%. Only the dollar amount above last year's net sales volume qualifies for the additional rebate. Incentive rebates will be calculated and paid on a quarterly basis.

For Resellers who sold \$500,000-\$999,999.99 in qualified Intuit product and services during FY17, an additional 4% will be available if the quarterly net sales reach 15% above the previous year's quarter over quarter net sales volume. Only the dollar amount above last year's net sales volume qualifies for the additional rebate. Incentive rebates will be calculated and paid on a quarterly basis.

For Resellers who sold \$1,000,000+ in qualified Intuit product and services during FY17, an additional 5% will be available if the quarterly net sales reach 10% above the previous year's quarter over quarter net sales volume. Only the dollar amount above last year's net sales volume 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.





All discounts, compensations, and incentives are subject to change at any time.

## Commissions

Revenue share is paid to Premier Resellers in good standing as a percent of the net sale to Intuit from active customers per the current Premier Reseller compensation schedule. All revenue share is calculated monthly and paid during the immediately following month based upon the then effective reseller agreement, unless otherwise noted.

Intuit Resellers are provided with a dedicated URL for QuickBooks Online sign ups. This URL provides the customer with special Reseller pricing and, when they become a paid subscriber, triggers a bounty to the Reseller. Please be aware that customers who subscribe to QuickBooks Online with Reseller pricing are not able to transfer their QuickBooks Online subscription to any other pricing model, e.g. Wholesale Billing. If this occurs, the rebate amount will be deducted from the next Reseller commission and the Reseller's participation in the program will be subject to review.

Referral rewards are available for new QuickBooks Full Service Payroll and Intuit Full Service Payroll retail clients. Excludes clients who have wholesale pricing. You are not eligible for a referral if your client had previously added QuickBooks Full Service Payroll to QuickBooks Online as a wholesale customer. Further, if your customer switches from a retail payroll customer to wholesale pricing within 24 months of a referral reward being issued, Intuit reserves the right to terminate the Reseller relationship and/or disqualify them from any Reseller incentive programs.

Resellers have the right to review and dispute payments within a 12 month rolling timeframe. Any requests that fall outside of a rolling 12 month period will not be reviewed.

***From time to time Intuit may offer promotional discounts, rebates, or other incentives. Information on pricing and promotions can be found on Box. The link can be provided by your Channel Sales Manager.***

## 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 Reseller-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. Some training is available through IRP University; QuickBooks Online, Point of Sale, and Enterprise Certification must be obtained through 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 funneling a percentage of attributed and qualifying Intuit net sales into a co-op fund.

Funds are calculated on a quarterly basis and may 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 for information on how to request and claim funds and put your marketing plans in motion. If you do not use your co-op funds in the quarter immediately after you earned them, you will lose the ability to claim the co-op funds for that quarter.

Co-op Schedule for Qualifying Net Sales Volume	
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 calculated for QuickBooks Pro, QuickBooks Mac, QuickBooks Premier, and QuickBooks Accountant Edition if the quarterly net qualifying sales of those products reach, at a minimum, the previous year’s quarter over quarter net sales.

### 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.

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 net sale of the order up to a maximum payout of \$6,000 per registered opportunity. Lead





protection is offered on QuickBooks Enterprise, QuickBooks Enterprise Hosting, Field Service Management, and Point of Sale. Lead protection will only be honored for one reseller on a first reported basis 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. Qualifying locations must have an on-site team member with valid software certification.

### 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. Resellers are responsible for reviewing the brand guidelines 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.

### 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 an IRP resource portal 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
- ✓ 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)

The most current list of POS demo unit pricing and details can be found on the IRP Price Sheet.

### 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 \$50,000 as measured by the most recent twelve months of qualifying net sales. A new Reseller may qualify immediately to enter the Program by demonstrating a reasonable ability to achieve the required net sales volume during the upcoming fiscal year, which may be based upon a documented business plan. Please work with your CSM to establish your eligibility.

Net sales volume versus thresholds is assessed on a semi-annual basis. If you fail to meet the threshold at the given assessment date, your status as a Premier Reseller will be







changed to Authorized Reseller status. You are eligible to requalify as a Premier Reseller at the next assessment date, if the minimum annual net sales volume threshold is met. 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.

At each assessment date, a Premier Reseller must be tracking towards the planned minimum annual net sales volume threshold or their status may be changed from Premier Reseller to Authorized Reseller.

## 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
- QuickBooks Point of Sale 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.

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 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 the customer that the start date for any Intuit support or professional services plan begins on the software activation 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 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

### 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 Channel Sales Manager.