

# Clover ERA Reseller Commission Structure



## Your Earning Potential

As a Clover ERA reseller, you earn recurring monthly commission on every manager/team license you sell. This isn't a one-time payment. You get paid every month, for as long as your clients stay with us.

## Commission Rates

### Standard Rate: 20% Recurring Monthly Revenue

You earn 20% of what we collect from your clients, every single month.

#### Example:

- Manager/team license: \$295/month
- Your monthly commission: \$59/manager or team
- Annual commission per manager/team: \$708

#### Real Numbers:

- Sell to 5 managers/teams: \$295/month ongoing
- Sell to 10 managers/teams: \$590/month ongoing
- Sell to 25 managers/teams: \$1,475/month ongoing

## Performance Tiers

The more you sell, the more you earn per license.

Total Managers/Teams Sold	Commission Rate	Monthly Rate per Manager/Team
1-10 managers/teams	20%	\$59.00
11-25 managers/teams	22%	\$64.90
26+ managers/teams	25%	\$73.75

#### Growth Example:

Start with 8 managers/teams at 20% (\$472/month). When you hit your 11th manager/team, all your existing licenses jump to 22%, plus every new one. At 26 managers/teams, you're earning \$1,848/month at the 25% rate.

## Annual Retention Bonus

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When your client hits their 12-month anniversary, you receive a one-time bonus equal to 50% of one month's commission.

### Example:

Client with 3 managers/teams stays for 12 months

- Regular commission earned: \$2,124 (12 months x \$177)
- 12-month bonus: \$88.50
- Total first-year earnings: \$2,212.50

This rewards you for bringing in quality clients who succeed with the platform.

## Payment Terms

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### When You Get Paid

Commission payments are made 60 days after we receive payment from your client.

### Payment Schedule Example:

- January: Client pays us
- February: Payment processed and confirmed
- March: You receive your commission

### How Often

Monthly. You'll receive a commission statement and payment every month.

### Payment Method

Direct deposit to your business account. We'll need your banking details during onboarding.

## What You're Responsible For

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To earn your commission, you handle:

- Initial prospect outreach and qualification
- Product demonstrations
- Closing the sale
- Basic onboarding and setup guidance
- First-line questions during the first 30 days

We handle:

- Platform hosting and maintenance
- Technical support after Day 30
- Billing and collections
- Product updates and development



- Customer success management

## Deal Registration

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You must register your opportunities within 48 hours of first contact with a prospect. This protects your commission and prevents overlap with our direct sales team or other resellers.

Register deals through your partner portal. It takes 2 minutes.

## Commission Protection

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### Customer Retention Clause

If a customer cancels within the first 90 days, we will recoup commission paid for those months. After 90 days, your commission is protected even if the customer leaves.

**Why this matters:** It encourages us both to focus on finding the right-fit customers who'll succeed with the platform.

### Account Expansion

When your clients add more managers/teams, you automatically earn commission on those additional licenses. You don't need to be involved in the expansion sale.

## Real-World Scenarios

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### Scenario 1: HR Consulting Firm

You sell Clover to 4 different companies, averaging 6 managers/teams each (24 total managers/teams).

#### Monthly recurring income:

- First 10 managers/teams: \$590/month (20% rate)
- Next 14 managers/teams: \$908.60/month (22% rate)
- Total: \$1,498.60/month
- Annual: \$17,983

#### Plus retention bonuses:

As clients hit their 12-month anniversaries, you earn additional retention bonuses totaling approximately \$749 in year one.

### Scenario 2: Management Training Company

You bundle Clover with your leadership development program. Over 6 months, you onboard 8 companies with an average of 4 managers/teams each (32 total managers/teams).

#### Monthly recurring income (after all sales):

- All 32 managers/teams at 25% rate: \$2,360/month



- Annual run rate: \$28,320

**Plus retention bonuses:**

As your 8 companies hit their 12-month milestones, you earn retention bonuses totaling approximately \$1,180 in year two.

### Scenario 3: Solo Independent Consultant

You have 3 steady clients. Each uses Clover for their management team.

- Company A: 3 managers/teams
- Company B: 5 managers/teams
- Company C: 2 managers/teams
- Total: 10 managers/teams

**Monthly income:** \$590 (20% on 10 managers/teams)

**Annual income:** \$7,080

**Plus retention bonuses:** \$295 when all three clients hit their 12-month anniversary

This provides predictable recurring income while you focus on your core consulting work. No ongoing effort required after the initial sale.

## Questions?

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**Q: What if I only want to refer leads, not close deals?**

A: We have a separate referral partner program at 10% commission. Let's discuss what makes sense for you.

**Q: What happens if a client wants to cancel?**

A: After 90 days, your commission continues even if they leave. Before 90 days, we recoup the commission (which protects both of us from poor-fit clients).

**Q: Do I get paid on annual contracts?**

A: Yes. If a client pays annually, you receive the full year's commission (12 months x rate) in month 1, minus the 90-day protection period.

**Q: What if my client expands to more managers/teams?**

A: You automatically earn commission on all new manager/team licenses added to accounts you originated. We notify you when this happens.

## Getting Started

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Ready to partner with us? Here's what happens next:

1. Complete the reseller application (15 minutes)
2. Sign the partner agreement
3. Attend partner onboarding training (2 hours)
4. Receive your demo account and sales materials
5. Register your first deal and start earning



Your Partner Account Manager will guide you through each step.

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**Questions about this commission structure?**

Contact [partnerships@cloverera.com](mailto:partnerships@cloverera.com) or schedule a call with our partner team.

**Commission payments administered by:** Clover ERA Ltd

**Payment terms are subject to signed Reseller Partner Agreement**

