

# Agency Partners Program

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## AGENCY PARTNERS

Break the feast-and-famine cycle of your creative business once and for all! Our Agency Partners Program makes it easy to earn recurring revenue from your clients and ensure your agency is set up for long-term success. Built on a base of rock-solid, reliable hosting, you'll be able to provide ongoing, automated services to your customers that go beyond billable hours. And behind the scenes, you can charge your clients for hosting and our incredible services, earning extra income thanks to a business model that has helped over 2,500 agencies get to the next level of their growth.

### Who should join Flywheel's Agency Partners Program?

Any agency building WordPress sites for clients is eligible, whether you're an 'agency of one,' just scored your first big client, or founded your agency years and years ago. Here are just a few indications you'd be a great fit for our Agency Partners Program:

1. You're working on a project-to-project, paycheck-to-paycheck, and/or client-to-client basis and want to set your business up for sustainability and growth.
2. You don't have any clients on Flywheel yet, but are frustrated with your current host and interested in partnering with us to deliver an incredible client experience.
3. You have a few clients on Flywheel already and are ready to find a better, more reliable business model to help with steady growth.
4. You already have a Freelance plan (or more) on Flywheel and are ready to skyrocket your revenue.

# What are the benefits of the program for my business?

## SILVER AGENCY PARTNER

Our Silver tier is built to support small freelancers and agencies that may not have the bandwidth to fully manage their clients' sites and/or offer monthly services to 10 or more clients. You'll be eligible to earn referral commissions and get access to resources to help you build up your creative business.

## GOLD AGENCY PARTNER

Our Gold tier is built to support small- to medium-sized agencies that are managing or referring many clients and sites. On top of the Silver benefits, you'll get priority support, account management, and will be listed in our Agency Partners Directory!

Outside of referring or reselling hosting to earn consistent income from your clients, our Agency Partners Program is packed with resources and features to help you grow your business. Here are a few to highlight:



### Priority support

As a growing agency, we know that the pressure is on and you don't want to wait any longer than you have to for support. Our Gold Agency Partners are prioritized in our chat and ticket queues, so you'll get to a resolution faster than ever.



### Dedicated account management

Our account managers are there to be a true business partner for your agency! Whether you're looking to land your biggest contract ever or roll out a new service to your clients, our account management team is here to help you overcome your next challenge and build up your client's confidence with our expertise.



### Growth resources

Owning and growing an agency is incredibly difficult work, and we're here to support you with as many resources as we can. As an Agency Partner, you'll unlock exclusive access to white-labeled marketing materials, pricing and packaging workshops, monthly webinars with agency experts, and so much more!



### Agency Partners Directory

We get support questions every day from clients who are looking for a developer or agency to assist with their site. Our Agency Partners Directory is built to connect our partners with those individuals. It's a great way to increase your agency's visibility, align yourself with our brand, and potentially score your next big project.



# Program tiers built to scale with you

	Silver	Gold
Tier requirements	\$0-\$99/month through referrals or re-sale	\$100-\$1449/month through referrals or re-sale
Resources to help accelerate your recurring revenue, including an exclusive monthly webinar	✓	✓
Referral commissions (3x the first month's payment)	✓	✓
Marketing and sales assets	✓	✓
Early access to Flywheel features	✓	✓
Priority support		✓
Account management		Dedicated
Free hosting for your agency's site		✓
Agency Partner Directory listing		✓
Onboarding gifts		✓

## What's the difference between reselling and referring, and which one should I choose?

**Reselling hosting** essentially means that you're charging your clients for hosting without ever telling them they're on Flywheel (and often at a profit). Our most successful Agency Partners do this by bundling up the cost of hosting with the other web design and development services they offer, and bill it as a monthly plan or retainer. Flywheel becomes your partner behind the scenes, and you offer our services (hosting, WordPress updates, high uptime, support) under your own agency and brand. From your client's perspective, you are their point of contact and are taking care of their site completely, allowing you to deliver an incredible, ongoing customer experience without a bunch of additional work. (This model pairs well with domains, SEO, and other recurring services, too!) The growth potential with reselling is virtually limitless and leaves you open to focus on your clients and your creative work, all while earning recurring revenue for hosting their sites.

Some of our resellers do choose to tell their clients that their site is hosted with Flywheel. These resellers often get a lower price-per-site because they've purchased a Freelance plan or above, and they resell Flywheel to the client for \$15 or \$30/month. This allows you to demonstrate to your client that you're with a reliable partner and leverage the credibility and power of our brand, without being



'on the hook', per se. It does limit your earning potential pretty significantly, however, since you would never be able to charge more for hosting and services than what Flywheel does.

**Referring hosting** is just that; referring your clients to sign up with Flywheel themselves, or setting up the site for them and just transferring the bill. You don't have to interact with the client on a recurring basis and you'll earn a lump sum (3x the first month's payment, up to \$500 per referral) rather than regular, ongoing income. You'll be able to leverage our partnership and brand, and know that your client's site is going to be in a trusted environment that you're comfortable with. Most of our referral partners earn much less revenue than a reselling partner, but it's often a better fit for a smaller agency.

## Why partner with Flywheel?

Flywheel is a delightful, intuitive WordPress hosting platform built specifically for creatives building and managing beautiful WordPress sites for their clients. We make it simple to build, launch, and manage sites with our easy-to-use dashboard and streamlined workflow tools. And behind the scenes, we're backed by an incredibly reliable, rock-solid infrastructure and a 24/7 team of WordPress experts to support you every step of the way.

Join over 2,500 fast-growing agencies today

**Become a Flywheel  
Agency Partner!**

**AGENCY  
PARTNERS**

