



# AccuFund Value Added Reseller Program

## What It Does for You

**AccuVAR** the **AccuFund Value Added Reseller Program** provides qualifying organizations access to a full suite of Windows-based accounting products developed specifically for the nonprofit and government software markets. The product is geared to the small to medium sized accounting department where ease of use and short training times are critical as the staff turns over. The product is well suited for organizations that have attempted to use a product like Quickbooks® but have found the auditability, flexibility and reporting capabilities lacking while providing scalability to meet the needs of much larger organizations.

The **AccuFund** components do require configuration and conversion assistance by a knowledgeable consultant and the product provides opportunity for ongoing support with remote report development capabilities, additional modules and ongoing training options.

AF Hosted, AccuFund's solution for organizations wanting to use a "Software as a Service" solution is also available to resellers. Resellers provide the full configuration services and share in the hosted revenue for the life of the service.

## Sales Development

AccuFund, Inc. develops and implements regular marketing programs including advertising, web presence and mailing programs. AccuFund is committed to supporting its Reseller channel. All leads are qualified and forwarded to the nearest reseller with the required expertise in the specialized components required. AccuFund sales staff will support sales efforts with assistance in seminars, demonstrations, proposals, references, etc.

The biggest source of leads for any reseller will be those it develops itself. The company also supports efforts of its resellers with their own marketing activities and

encourages them strongly to develop a strong presence in the nonprofit and government community in its area.

## Training

AccuFund provides a five day basic training course specifically for consultants, which covers all aspects of installing and training users in each of the Core modules. Plus Accounts Receivable and Purchasing. The four day advanced class includes Payroll, Human Resources, Allocation Management and SQL Training for Sybase ASA. Separate training sessions are scheduled for government applications and the Vision for AccuFund product. This training is designed for the staff in your organization who will be primarily responsible for installation and support of clients. It also includes session of sales/demonstration training and if you have dedicated sales staff it is recommended they attend as well, as the program will give them an excellent understanding of AccuFund's significant capabilities. The course is offered several times each year.

## AccuFund Pricing and Commissions

AccuFund, Inc. provides standard pricing sheets for each family of products. Each provides a "Suggested Retail Price". Reseller cost is a percentage of these prices based on annual volume. Volume is measured for the prior 12 months on June 30 and December 31. A Reseller is moved to the next margin level on the sale after they achieve that level. The commission system includes two components, the base commission and a 5% Excellent Support Incentive. The ESI is granted to all resellers who maintain excellent ratings from their customers as measured through support calls and client surveys undertaken by AccuFund, Inc.

## AccuFund Guarantee

All AccuFund products include a 90 day money back guarantee on the software and support contract. Reseller's must agree to this guarantee as part of the Reseller Agreement. The guarantee should be utilized as part of a sales program to reduce sales resistance. This guarantee does not include services. Any money back guarantee on services is not necessary, and is definitely the reseller's choice.

## How to Become an AccuVAR

Becoming a Reseller includes two easy steps. Send in an application, a signed Reseller Agreement, and a check for \$2,000. The fee covers the Reseller fee and training for your first consultant. With receipt and acceptance of this Agreement you will be considered an AccuFund Recommender. To complete certification, the next step is to have at least one staff person attend **AccuVAR** Certified Consultant Training. The cost of training the first person is covered in your fee, additional attendees are \$500/attendee for the basic course and \$300 for each of the other courses.. The training is in four parts. The first part is a five day basic installation course, second is a four day advanced training course. Also, you must attend our either our Annual Resellers meeting in November to learn about new products and enhancements. Attendance at this meeting is required to maintain your certification as an AccuFund Consultant.

Prior to attending basic training, you may sell software for a full commission, but with the order you must indicate the Certified Consultant who will be providing the service. AccuFund, Inc. has a number of Certified Consultants who are available to assist other resellers.

To find out more about this exciting software and to become a reseller contact AccuFund, Inc. at 877-872-2228 x211 or email [sales@accufund.com](mailto:sales@accufund.com).

## Current Margin Levels and Volumes

Level	Volume	Margin
Recommender	No Requirement	10%
Silver	\$ 0 – 14,999	20% + 5%ESI
Gold	15,000 – 29,999	35% + 5%ESI
Platinum	30,000 and above	45% + 5%ESI