



Reseller Program Licensing Guide

Valid from July 1st, 2021



Reseller Program Summary

The WHMCS® Reseller Program is designed to enable web hosting and related service providers to offer a comprehensive billing and automation solution to their reseller customers.

In doing so, you provide additional value to your customers and help them to be successful by providing the tools they need to succeed in acting as a user and potential reseller of your services.

The WHMCS Reseller Program features a low initial commit and attractive pricing discounts that are tiered and increase as you grow.

Resold licenses typically begin on the lowest available tier (Starter-Branded or Plus Non-Branded, up to 250 active clients) and upgrade as the active client number grows. All tiers offer the same functionality and features; the tier itself is determined by the total number of users (ie. active clients).

More information regarding how WHMCS licenses operate, including how active clients are determined, can be found in our Customer License Guide:

<https://assets.whmcs.com/customer-licensing-guide-2021.pdf>

Program Features

The WHMCS Reseller Program is designed for web hosting providers to offer WHMCS licenses to direct reseller, VPS, and/or dedicated hosting customers.

Features include:

- Flexible tiered pricing that reduces automatically as license volume grows.
- Snapshot billing on the first of each month.
- Free WHMCS License Module to automate license issuance and management.
- A Reseller Portal with real-time statistics, marketing materials, and manual management of licenses.
- A fully-featured API for integration into custom systems.
- Dedicated direct 24x7 technical support for all end users, located at <https://www.whmcs.com/reseller-support/>

Enrollment Requirements and Restrictions

In order to participate in the WHMCS Reseller Program, you must meet the following requirements:

- Have an account in good standing.
- Agree that:
 - Licenses may only be bundled or offered as an add-on to your web hosting customers (for use on IPs within your server/network range).
 - Licenses may not be sold to the general public or as a standalone product.
 - A minimum of 5 licenses must be maintained in your account, this is billed at minimum each month regardless of volume of licenses.

See Pricing Matrix on page 3.

Pricing Matrix for Starter, Plus, Professional and Business 1000 Licenses.

Type/Volume	Licenses									
	Retail	5-10	11-25	26-50	51-75	76-100	101-150	151-250	251-500	500+
Starter	\$15.95	\$13.60	\$12.80	\$11.20	\$9.60	\$8.00	\$7.20	\$6.85	\$6.50	\$6.00
Plus	\$18.95	\$15.60	\$14.80	\$13.20	\$11.60	\$10.00	\$9.20	\$8.85	\$8.50	\$8.00
Professional	\$29.95	\$25.60	\$24.80	\$23.20	\$21.60	\$20.00	\$19.20	\$18.85	\$18.50	\$18.00
Business 1000	\$44.95	\$37.60	\$36.80	\$35.20	\$33.60	\$32.00	\$31.20	\$30.85	\$30.50	\$30.00

*All prices in USD - Price is per license.

Pricing and Billing

Reseller pricing for the first 4 tiers of licenses is based on a base tier price. The base tier price defines your cost for a Starter License.

Subsequent tiers are priced as follows:

Plus	Professional	Business 1000
Base Price +\$2	Base Price +\$12	Base Price +\$24

Business 2500 and higher License Tiers are billed at the Direct Customer Retail Price, minus a volume-based percentage discount (starting at 15%), determined by your total active license count.

All pricing discounts are automatically adjusted.

Frequently Asked Questions

How does billing work?

Invoices are generated on the first of each month, based on all active licenses and activity within the account during the previous month. New additions and removals, as well as upgrades and downgrades, are billed on a prorated basis. Active Licenses are all license keys available in the account, both applied or waiting to be applied to an installation.

Who supports the end user?

We want all WHMCS users to have the best possible experience with our product. We provide direct ticket support to our customers, as well as their clients, at no additional cost. Reseller support is located at <https://www.whmcs.com/reseller-support/>

How do I manage licenses?

Within the Reseller Portal section of WHMCS is a license management interface, additionally we provide an API and an integrable WHMCS module for automated license management. License keys can be issued either on-demand individually or in bulk.

How do reseller customers download WHMCS?

Resellers must offer WHMCS as a download to your customers. WHMCS will not provide software download links to your customers.

Volume Pricing Discounts for Business 2500 and Higher

5-50 licenses - **15% off** retail price

51-100 licenses - **25% off** retail price

101-1000 licenses - **35% off** retail price

1001+ licenses - **40% off** retail price

Retail prices can be found here:

<https://assets.whmcs.com/customer-licensing-guide-2021.pdf>

For any other questions, please contact our Reseller and Partner team by emailing resellers@whmcs.com or by opening a ticket at

www.whmcs.com/submit-a-ticket/