Intuit Product Referrals
Program Guide

INTUIT

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1 Introduction

The Intuit Product Referrals Program ("Program") is designed to help Partners grow their business by connecting their audience with trusted financial tools from Intuit QuickBooks Online ("QBO"). A Partner ("Partner" or "you"), in this case, refers to an approved affiliate marketer who drives traffic and leads to QBO offerings. By featuring a unique referral link, Partners can earn Program Incentives for every qualified customer they refer to Intuit. A customer ("Customer") is defined as a new subscriber or purchaser of an Eligible Product who originates from a Partner's referral link and completes a qualifying transaction. Additionally, by recommending QBO, Partners offer new Customers impactful savings on the solutions they need to run their businesses.

This Program gives you a seamless way to deliver value to your audience and earn meaningful revenue by recommending the Intuit platform used by millions of businesses worldwide.

About This Guide

This Program Guide ("Guide") describes the Program in detail, covering its requirements, Eligible Products, Incentive offerings, Referral Payout terms, Customer eligibility, and Partner guidelines for using unique referral links. To join and remain in good standing, Partners must comply with both the Intuit Partner Program Terms ("Terms") and the current version of this Guide. We recommend keeping both documents readily accessible so you can maximize value of your participation in the Program. Please note that Intuit may modify the Program, the Terms or this Guide at any time without prior notice. This Guide is not merely informational—it is a legally binding document. All capitalized terms not defined in this Guide have meanings assigned to them in the Terms.

Territory

The Program Territory is currently available exclusively within the United States, with the potential for expansion to additional Territories in the future.

Staying Updated

When material updates to the Program, Terms, or Guide occur, Intuit will notify you using the email address associated with your Partner Account. To ensure you receive timely communications, please keep your contact information accurate and up to date. Regularly reviewing these notifications will help ensure you continue to operate in compliance with the Program requirements.

2 Program Structure & Requirements

Overview

The Program offers a simple, scalable, and transparent framework for Partners who refer new QBO customers to Intuit. The Program is built around a balanced value exchange that rewards Partner contributions while creating a strong onboarding experience for new QBO Customers.

Program Requirements

To participate in the Program, a Partner's entity must be domiciled and operate in the United States and follow the onboarding, compliance, and operational requirements outlined below. These requirements ensure accurate referral attribution, earned Program Incentives, secure Referral Payout processing, and a consistent, high-quality experience for both Partners and Customers.

Systems

To participate in the Program, you'll interact with two core systems. Each serves a different purpose to help you succeed as an Intuit Partner:

Intuit Partner Portal or Intuit Developer Portal
If you are an Intuit App Partner, your main dashboard is the Intuit Developer Portal. Non-Intuit App Partners, please use the Intuit Partner Portal as your main dashboard. You will find your unique referral link, track referral activity, view your earnings, and manage your account through your dashboard.

Partner Resource Center ("PRC")
The PRC is a dedicated page where you'll find your marketing and enablement resources. The assets housed here are designed to help you promote QBO and maximize the impact of your referral efforts.

Partner Resource Center

Partner Account

During onboarding, Partners are required to create an Account in the Intuit Partner Portal or link an existing Intuit Developer Portal Account and provide company information such as business identity, tax details, and contact information. Providing accurate details allows us to verify your company efficiently, helping to streamline approval and onboarding processes.

Partner Verification & Compliance Review

As part of onboarding, we conduct a standard Partner verification and compliance review to confirm your entity details and sanctions screening. The review is typically completed within one business day. Check back in the Intuit Partner Portal frequently to see if we need any further information from you. Participation in the Program is contingent upon successful clearance.

Payment Method Configuration

To receive Referral Payouts, Partners must:

- Successfully create an Account in the Intuit Partner Portal or link an existing Intuit Developer Portal Account
- Add a valid payment method (bank account)
- Complete any required verification steps to ensure secure Referral Payout delivery

Unique Referral Link & Usage

After being admitted to the Program:

- A unique referral link will be generated for the Partner, available on the Intuit Partner Portal or Intuit Developer Portal.
- Partners must copy and use this link exactly as provided.
- Some common areas your referral link can be placed include:
  - Web applications
  - Websites or landing pages
  - Social or digital marketing channels
  - Email campaigns
  - Product integrations

Proper link usage ensures accurate attribution and Payout processing.

Quick Start Guide

3 Program Incentives & Referral Payouts

The Program offers valuable Incentives designed to reward both you as the Partner and the Customers you refer. Our goal is to ensure that your referral efforts are recognized while helping new Customers access the right Eligible Products at an exceptional value.

Eligible Products

Program Incentives apply to the following products ("Eligible Product") only:

- QuickBooks Solopreneur
- QuickBooks Online Simple Start
- QuickBooks Online Essentials
- QuickBooks Online Plus
- QuickBooks Online Advanced

Partners may promote one or all Eligible Product SKUs, depending on their audience and business strategy. However, the referral link will lead to all available Eligible Products for Customers.

Program Incentives

As a Partner, you may earn a one-time Program Incentive ("Program Incentive" or "Incentive") for every net new paid Eligible Product subscription through your referral link and that remains active for 60 days or longer. For each Program Incentive you earn, you will receive a Referral Payout ("Referral Payout" or "Payout"). Note: multiple Program Incentives may be aggregated under a single Referral Payout.

The Referral Payout is based on the Eligible Product SKU the Customer subscribes to. This means you can tailor your promotional strategies to highlight the Intuit products that best align with your audience while maximizing your earning potential.

How Program Incentives work:

- You share your referral link in your channels.
- A Customer signs up for a new Eligible Product subscription using your referral link.

- The Customer receives a Customer Discount when it activates a paid Eligible Product subscription.
- Once the 60-day active subscription period is met, you will earn a one-time Program Incentive and then a Referral Payout is issued to your payment method once a month.

The Eligible Products, Program Incentives and Customer Discounts are calculated based on the following rate card*:

Eligible Product SKU	Program Incentive	Customer Discount
QBO Solopreneur	$25	Up to 50% off for 3 months
QBO Simple Start	$75	Up to 50% off for 3 months
QBO Essentials	$100	Up to 50% off for 3 months
QBO Plus	$150	Up to 50% off for 3 months
QBO Advanced	$300	Up to 50% off for 3 months

*Eligible Products, Program Incentives, and customer discounts are subject to change at any time, without notice, and at our sole discretion. Program Incentives are paid in USD.

Referral Attribution

Referrals are tracked when a Customer clicks your referral link. A browser cookie is recorded on this click. When a Customer subscribes to an Eligible Product SKU, last-touch attribution is used to determine which Partner should earn a Program Incentive. That means if a prospective Customer clicks on multiple referral links, the Program Incentive will be attributed to the Partner associated with the most recent link clicked.

Incentive Calculation & Payout Requirements

Referral Payouts are based on:

- The Eligible Product SKU the Customer is subscribed to.
- The Customer maintains an active, paid subscription for 60 days or longer.

Key Payout details:

- All Incentives are one-time and issued per Eligible Product subscription.
- Referral Payouts follow a monthly disbursement schedule and may aggregate multiple earned Incentives into one Payout.
- Referral Payouts are calculated and disbursed automatically to the payment method provided in your Account.

Example calculation:

A Partner has promoted their referral link and over the course of the first two weeks, has helped 5 different Customers find the right Intuit Eligible Product solution. If each subscription is maintained for 60 days or more, then you will earn the following Incentives:

- 3 Customers subscribed to QuickBooks Online Essentials
- 1 Customer subscribed to QuickBooks Online Plus
- 1 Customer subscribed to QuickBooks Online Advanced

The total Referral Payout would be calculated as:
Total = (3 * $100) + (1 * $150) + (1 * $300) = US$750

Customer Discounts

Your referred Customers will receive Discounts when they subscribe to an Eligible Product through your referral link.

All net-new Eligible Product subscriptions qualify for discounted pricing for three (3) months. The Customer Discount is automatically applied when Customers subscribe through your referral link. This simplifies the process, removes cost barriers, and makes it easier for new Customers to access the tools they need to grow their businesses.

By sharing your referral link, you not only earn Incentives and receive Referral Payouts, but you also help your Customers access professional-grade accounting solutions at substantial savings.

Customer Eligibility Requirements

To qualify for Program Incentives, referred Customers must:

- Subscribe to an Eligible Product using your referral link.
- Maintain an active, paid subscription for 60 days or longer.

Only Customer subscriptions that meet these criteria will generate Program Incentives, limited to one Program Incentive for each active, paid subscription.

4 Ongoing Support & Resources

Program Support

For help with Program questions and referral inquiries, contact the Program Team via email at product-referrals@intuit.com

QuickBooks Support

For help with your QuickBooks account and QuickBooks products, contact QuickBooks Support at quickbooks.intuit.com/learn-support

Frequently Asked Questions

We update our FAQs related to this Program periodically, FAQs address common questions we receive, and we recommend checking the latest FAQ document before reaching out to support channels for your Program question.

You can access the latest FAQs here.