

Agency Partnership Commission Process

Your Guide to Success with The Formator Institute™

Choose Your Partnership Tier

Current Program Investment: \$299 per student through January 2026
February 2026 onwards: \$399 per student (anticipated)

Foundation Partner

10%

Current Earnings Per Student

\$29.90

From Feb 2026 (anticipated)

\$39.90

Marketing Requirements:

- ✓ 2 social media posts per month
- ✓ Use provided marketing materials
- ✓ Time: ~5 minutes monthly

Benefits Include:

- ✓ 1 Agency Staff Voucher annually
- ✓ 1 Nanny Voucher annually
- ✓ Monthly commission reports
- ✓ Ready-to-use marketing materials
- ✓ ENABLE automation tool access

Professional Partner

14%

Current Earnings Per Student

\$41.86

From Feb 2026 (anticipated)

\$55.86

Marketing Requirements:

- ✓ 4 social media posts per month
- ✓ Quarterly newsletter/blog (content provided)
- ✓ Time: ~5 min weekly + 10 min quarterly

Benefits Include:

- ✓ All Tier 1 benefits
- ✓ 2 Nanny Vouchers total annually
- ✓ Featured on Institute homepage
- ✓ Monthly email templates

Premier Partner

18%

Current Earnings Per Student

\$53.82

From Feb 2026 (anticipated)

\$71.82

Marketing Requirements:

- ✓ All Tier 2 requirements
- ✓ Partnership logo on your site
- ✓ Host quarterly workshop (content provided)
- ✓ 5 posts/month (first 3 months, then 4)
- ✓ Time: ~5 min weekly + 3 hrs quarterly

Benefits Include:

- ✓ All Tier 1 & 2 benefits
- ✓ 4 Nanny Vouchers total annually
- ✓ 2 Agency Staff Vouchers total annually
- ✓ Custom landing page with tracking
- ✓ Bi-weekly email templates



ENABLE Marketing Automation Tool

Take all marketing responsibilities off your plate! Connect your social media channels and approve pre-scheduled posts once a month - we handle everything else.

Pre-Written Posts

Professionally designed content ready to publish, co-branded with your agency

Auto-Scheduling

Posts scheduled at optimal times for engagement across all your channels

Monthly Approval

Review and approve all posts with one click - just 5 minutes per month

Compliance Tracking

Automatic tracking ensures you meet tier requirements effortlessly

Available at no cost to all agency partners - email info@formatorinstitute.com to activate!



How You Get Paid

1

Student Enrollment

Student selects your agency from the dropdown during enrollment or uses your custom landing page (Tier 3 partners)

2

Enrollment Confirmed

Student enrollment is confirmed after the 1-week refund window has passed

3

Commission Calculated

Your commission is calculated based on your current tier percentage (10%, 14%, or 18%)

4

Monthly Report Generated

Commission report is generated by the 15th of each month for all completed enrollments from the prior calendar month

5

Payment Issued

Commission payment issued within 30 days of monthly report generation via your preferred method

6

Marketing Check-In

We only check in if we're unable to see your required posts - otherwise, you're all set! (ENABLE users: automatic compliance tracking)

Available Payment Methods

Choose your preferred payment method when signing up:

✓ Check

✓ ACH Transfer

✓ Zelle

✓ Stripe

Note: Commissions over \$500 may require ACH transfer to minimize transaction fees. Tax forms (1099) issued for payments over \$600/year as required by IRS.

Performance Incentives & Milestones

\$500

Quarterly Bonus
20+ referrals/month for 3
consecutive months

\$200

50 Students
Milestone Bonus

\$400

100 Students
Milestone Bonus

\$750

200 Students
Milestone Bonus

Annual Voucher Program

Your Annual Voucher Benefits

Content Transparency

Use Agency Staff Vouchers for your team to experience the course content and delivery firsthand

Nanny Recruitment

Offer Nanny Vouchers as signing bonuses to attract top talent or use at your discretion

Client Value

Enhance your service offering with certified professional staff

Important Notes:

- Vouchers are distributed annually (January) and upon initial agreement signing
- All vouchers expire December 31st of the year they're distributed
- Each voucher covers the full program cost (currently \$299)
- Vouchers are exclusively for the Certified Formator™ program
- Commission is not earned on voucher redemptions
- Additional vouchers may be purchased at current program pricing

Important Details

✓ All Marketing Materials Provided

We supply all social media content, graphics, templates, blog content, and workshop materials - just customize with your branding and post!

✓ ENABLE Automation Available

Optional marketing automation tool handles all posting with just monthly approval - connect your channels and we do the rest!

✓ Tier Advancement Anytime

Advance tiers at any time by fulfilling the marketing requirements - changes take effect the following month

✓ **No Service Responsibilities**

The Institute handles all student service matters directly - you focus on referrals, we handle everything else

✓ **Commission on Discounts**

When promotional discounts are offered, your commission is calculated on the actual amount paid by the student

✓ **Non-Exclusive Agreement**

You're free to work with other certification programs - this partnership is non-exclusive

 Ready to Get Started?

Become an Agency Partner Today!

Join our growing network of agency partners and start earning competitive commissions while elevating your service offerings.

To become a partner, simply:

Email **Ginny Schwager** at

info@formatorinstitute.com

to receive and complete your
Agency Partnership Referral Agreement

We'll get you set up with everything you need to start earning commissions right away!