

# Partner Compensation Program

## What is the Partner Compensation Program?

The PeopleKeep Partner Compensation Program is our way of thanking you for sharing our personalized health benefits solutions with other organizations. When one of your referrals signs up with us, we waive their \$150 sign-up fee, and you get paid. Plus, you'll have access to a dedicated partner manager every step of the way.

## How does the Partner Compensation Program work?

Based on the number of referrals you submit each quarter, your compensation payout schedule will look a little different.

- If you successfully refer fewer than six organizations in a given quarter, a one-time payout option is available to you for that quarter.
- If you successfully refer six or more organizations in a given quarter, you'll have the option to be compensated with a one-time fee or with a recurring annuity.

Your partner status will be evaluated by our partner managers each quarter.

## One-time fee

Partners who choose a one-time fee will receive a one-time ACH payment following the given compensation schedule.

Organization's seat count	One-time referral fee
Less than 5	\$450
5-9	\$750
10-24	\$1,000
25-49	\$1,500
50+	\$2,500

## Recurring annuity

Partners who choose to receive their referral fee in the form of an ongoing annuity will receive 10% of PeopleKeep's monthly recurring revenue from their referrals that sign up. 89% of customers that are referred stay on for more than a year, so you're likely to get paid out for more than 12 months.

Organization's seat count	Annuity*
Less than 5	Not available
5+	10%

\*Annuity could vary by product and based on whether the referred organization has chosen an annual or monthly subscription.

### Example:

Let's say you refer six organizations that sign up for a PeopleKeep benefit, each with a monthly subscription. All together, the total seat count of those six organizations comes out to 90 eligible employees.

\$35 monthly base fee x 6 referrals  
+ \$18 PEPM fee x 90 seat count = \$1,830

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Total monthly revenue = \$1,830  
10% of \$1,830 = **\$183 per month**

## How is an organization's seat count determined?

PeopleKeep will determine an organization's seat count based on end-of-month numbers after the organization's benefit start date. Keep in mind that the benefit's start date may vary from the month of sign-up. For the annuity option, the seat count will be recalculated at the end of each month to determine accurate compensation.

PeopleKeep products have different regulatory requirements that determine the number of participating employees. Although the employer might have a defined number of employees, the number of eligible employees contributing to the total seat count may change depending on the employee status (W-2, 1099, owner, etc.).

Please follow the guidelines listed below for each product.

## Qualified small employer HRA (QSEHRA)

Eligible employees aren't provided the opportunity to opt out. The seat count is based on the number of eligible employees, as determined by the employer. At minimum, all full-time W-2 employees must be offered the benefit. Part-time employees can be included if the employer chooses.

## Individual coverage HRA (ICHRA)

Eligible employees are provided the opportunity to opt in or opt out. The seat count is based on the number of opted-in employees.

## Group coverage HRA (GCHRA)

Eligible employees aren't provided the opportunity to opt out. The seat count is based on the number of eligible employees, as determined by the employer. At minimum, all full-time W-2 employees participating in the group health plan must be offered the benefit. Other classes of employees can be included if the employer chooses.

## Are there bonuses for referring more organizations?

Yes! Partners who refer multiple organizations that result in five or more sign-ups per calendar year qualify for bonus compensation. The number of new sign-ups in one calendar year will determine bonus compensation. Seat count doesn't affect bonus compensation.

Number of new sign-ups in a calendar year	Bonus
5	\$750
10	\$2,000
20	\$5,000

## When will I receive payment?

PeopleKeep will issue all referral fees, both recurring annuities and one-time fees, via ACH payments after the 20th of the month following the organization's benefit start date. After each sign-up, partners will have the opportunity to select which compensation option they would like and input their ACH payment information.

PeopleKeep will issue bonus compensation to the partner in the month following their 3rd, 10th, or 20th referral sign-up.

## Can I refer a partner without accepting payment?

While we always want to thank you for your referral, participation in our Partner Compensation Program is entirely optional—you're welcome to partner with us without receiving payments for your referrals. Partners who choose not to receive compensation may waive their right to the fees.

**Have questions? We're here to help.**

Reach out to [bd@peoplekeep.com](mailto:bd@peoplekeep.com)