

ShopStart Dealer Program Terms

Effective date: September 16, 2026 Version: 2.1 - supersedes Version 2.0 dated September 4, 2026.

Term	Dealer Program
Cost to the dealer	\$0. No fee, no inventory, no minimum.
Customer offers	Equipment-linked monthly path: 30-day trial, then \$149/month. Prepaid path: \$1,490 for one 14-month term, no trial and no automatic renewal.
Dealer compensation	Monthly path: 20% of eligible net monthly ShopStart subscription revenue. 14-month prepaid path: fixed \$149 dealer bounty per qualified paid sale.
How long it pays	Monthly recurring share continues while the attributed monthly account remains active, paying, and eligible. The prepaid bounty is one-time for the qualifying 14-month sale.
Sales rep incentive	None. Compensation is dealership-level only.
Attribution window	90 days from the recorded equipment sale or dealer enrollment record.
Statements	Monthly, available in the Dealer Portal.
Payment	Monthly statement cycle. Prepaid bounties become payout-eligible after a 30-day protection period if not refunded, reversed, or charged back.
Minimum payout	None.
Adjustment window	90 days, except for fraud or dealer misrepresentation.
If the program ends	Already-attributed eligible accounts continue earning under their existing eligibility terms unless the dealer is terminated for cause.
Exclusivity	None. Non-exclusive, no territory rights unless separately agreed in writing.

These Dealer Program Terms govern participation in the ShopStart Dealer Program offered by Print Life Solutions LLC ("PLS," "we," "us," or "our"). They apply to every approved dealer.

A separately executed dealer agreement may add branch-specific, territory-specific, volume-specific, or equipment-bundle terms, but it may not reduce the partner share, eligibility period, attribution window, adjustment window, or post-termination protection published in these terms unless the dealer expressly agrees to the reduction in a signed writing that identifies the specific provision being changed.

Summary of the commercial terms

This summary is for readability. Sections 1-22 control if they conflict with it.

1. Application and approval

Submitting a dealer application is a request for review. It does not by itself create a dealer account, commission right, territory, exclusivity, or authority to represent PLS.

Dealer Portal access begins only after PLS approves the dealership and any required onboarding steps are completed.

PLS will respond to a complete dealer application within 5 business days with an approval, a decline, or a request for more information.

2. Dealer relationship

Unless a separately executed agreement states otherwise, participation is non-exclusive and grants no territory or category exclusivity.

Nothing in these terms creates a partnership, joint venture, franchise, employment, or agency relationship between PLS and the dealer.

A dealer is responsible for its own employees, representatives, taxes, business expenses, equipment sales, customer promises, and legal compliance.

A dealer may not bind PLS, modify ShopStart pricing or terms, make warranties on behalf of PLS, or represent that it owns ShopStart.

3. The dealer-attributed trial

A dealer-attributed shop receives a 30-day ShopStart trial beginning on activation.

For the duration of a dealer's participation, PLS will not shorten the trial length for that dealer's already-attributed accounts.

Payment method at activation

The dealer-attributed operational trial requires the shop to add a valid payment method at activation.

The ShopStart subscription is \$0 for the full 30-day trial period.

PLS will provide the shop with a reminder at least 7 days before the trial is scheduled to convert to a paid subscription.

The shop may cancel during the trial through its ShopStart account. If canceled before the end of the trial, the \$149 monthly ShopStart subscription will not be charged.

The dealer does not pay for the trial and does not configure the shop's pricing, products, customers, or operating data.

PLS may also issue time-limited no-card demo workspaces for dealer sales demonstrations. A demo workspace is not an attributed operational trial and does not create commission entitlement.

4. 14-month prepaid dealer offer

Approved dealers may offer an attributed 14-month ShopStart prepaid term to new or existing print and sign shop customers, either as a standalone software sale or in connection with an equipment sale.

The customer price for the approved prepaid offer is \$1,490 for one 14-month term. The customer pays PLS/ShopStart directly through the ShopStart checkout. The dealer does not purchase or hold ShopStart license inventory and is not the merchant of record for the ShopStart software payment.

The prepaid term begins on successful paid activation, includes no free trial, and does not automatically renew. The customer must affirm the prepaid refund terms presented at checkout.

Prepaid dealer bounty

A qualified paid 14-month prepaid sale earns the approved dealership a fixed \$149 dealer bounty. The prepaid bounty is separate from the 20% recurring share that applies to eligible monthly subscription revenue.

The prepaid bounty enters a 30-day protection period after the qualifying payment. It becomes payout-eligible after that period if the sale has not been refunded, credited, disputed, charged back, duplicated, or otherwise reversed.

If a qualifying prepaid payment is refunded, disputed, or charged back before payout, the associated bounty is reversed. If the bounty has already been paid, PLS may apply an equal adjustment against future dealer earnings and will identify the adjustment on the dealer statement.

If a prepaid customer later purchases a normal monthly ShopStart subscription after the prepaid term ends, the dealer's recurring-share eligibility for that later monthly subscription is governed by the attribution and monthly partner-share provisions then applicable to that account.

5. Attribution

How attribution is recorded

ShopStart associates a shop with a dealer through an approved dealer code, Dealer Portal enrollment, referral link, recorded equipment-sale reference, or another server-recorded method PLS makes available.

Attribution window

A shop is attributed to the dealer if the shop activates a ShopStart account within 90 days of the equipment sale or enrollment record submitted by that dealer.

Activation after the 90-day window does not create attribution unless PLS agrees in writing.

Duration of attribution

Once validly recorded, attribution to the originating dealer remains attached to that shop's account for the eligibility period in Section 6.

Attribution does not transfer merely because the shop later purchases equipment elsewhere, changes location, changes employees, or is contacted by another dealer.

Conflicts

Where two dealers claim the same shop, the earliest valid server-recorded attribution controls.

Where attribution is duplicated, fraudulent, self-generated, or recorded in error, PLS may correct it.

Disputes

A dealer may dispute an attribution decision through Dealer Support within 60 days of the statement in which the disputed attribution or adjustment appears.

PLS will review the underlying server records and respond in writing within 10 business days.

PLS will identify the records relied upon in making its determination.

6. Partner share

Monthly recurring rate

For an eligible attributed shop on the standard monthly plan, PLS pays the approved dealer 20% of net monthly ShopStart subscription revenue actually received. The 14-month prepaid offer is compensated through the fixed bounty in Section 4 and is not paid at the 20% recurring rate.

Net ShopStart subscription revenue means amounts actually received for the ShopStart software subscription, excluding taxes, payment-processing fees, refunds, credits, and chargebacks.

At the standard \$149 monthly ShopStart subscription price, a full qualifying payment produces a dealer partner share of \$29.80, before any applicable adjustment described in these terms.

Eligibility period

The 20% partner share continues for as long as the attributed ShopStart account remains active, paying, and otherwise eligible under these terms.

There is no fixed 12-month, 24-month, or other ordinary expiration on properly attributed accounts.

What partner share is calculated from

Recurring partner share is calculated only from eligible monthly ShopStart software subscription revenue. Prepaid bounty compensation is calculated separately under Section 4.

The dealer receives no share of, and has no claim to, the shop's own customer payments for printing, signs, apparel, installation, or any other work performed by the shop.

Those funds belong to the shop and flow through the shop's own connected payment arrangements.

When partner share begins

The 30-day trial is free.

No commission or bounty is earned merely because a customer begins a free monthly trial. A prepaid bounty requires a qualifying paid 14-month prepaid sale.

Partner share begins only when an attributed shop completes its first qualifying paid ShopStart subscription period.

Rate changes

Any change to the partner-share rate or eligibility period is governed by Section 16.

A change does not retroactively reduce the terms applicable to accounts attributed before the change takes effect.

Dealer sales representatives

The standard Dealer Program does not pay a separate per-trial incentive to individual dealership sales representatives.

Partner compensation belongs to the approved dealership.

The \$149 prepaid dealer bounty is dealership-level compensation and is not a separate payment to an individual sales representative unless the dealership chooses to compensate its own representative.

7. Statements and payment

PLS provides a monthly statement in the Dealer Portal showing, as applicable:

- attributed accounts;
- trial and conversion status;
- qualifying subscription revenue;
- recurring partner share and prepaid bounties earned;
- adjustments; and
- the reason for each adjustment.

PLS pays undisputed amounts within 15 days after the close of each monthly statement period.

Payment will normally be made by ACH or another payment method approved by PLS and made available to the dealer.

There is no minimum payout threshold.

A dealer must supply a valid W-9 and any other tax or payment documentation reasonably required before the first payment can be issued.

8. Adjustments, refunds, and reversals

PLS may adjust a dealer statement for refunds, chargebacks, credits, duplicate attribution, canceled or unpaid subscriptions, prepaid-sale reversals, fraud, or billing corrections.

Ordinary adjustments are limited to 90 days after the statement in which the commission was originally reported.

The 90-day limit does not apply where the adjustment relates to fraud, fabricated attribution, or a material misrepresentation by the dealer.

Every adjustment will be itemized on the Dealer Portal statement with its reason.

9. What PLS commits to

For as long as a dealer is approved and in good standing, PLS will:

1. Support dealer-attributed shops directly. A dealer is never expected to act as first-line support for ShopStart.
2. Respond to dealer-escalated ShopStart issues within one business day under normal operating conditions.
3. Maintain the Dealer Portal with attributed accounts, activation and conversion status, and partner-share detail.

4. Issue statements and payments according to Section 7.
5. Provide dealer sales materials, including at minimum a program one-pager, customer-facing leave-behind, and current ShopStart product screenshots, at no charge.
6. Give the notice required by Section 16 before changing protected commercial terms.
7. Identify the records relied upon when correcting or rejecting an attribution.

These commitments are Dealer Program obligations and are not separate warranties of the ShopStart software.

Use of ShopStart is governed by the ShopStart Terms of Service.

10. Shop customer relationship and data

Each ShopStart shop controls its own operational business data subject to the ShopStart Terms of Service and Privacy Policy.

Dealer attribution does not give a dealer access to a shop's customers, pricing, jobs, artwork, financial records, credentials, payment information, margins, or other private operating information.

Dealer Portal visibility is limited to program information PLS intentionally exposes, such as:

- attributed trials;
- activation and onboarding status;
- paid conversion status;
- subscription status relevant to dealer compensation; and
- partner-share and statement information.

11. Marketing and brand use

Approved dealers may describe their participation in the ShopStart Dealer Program and use PLS-provided or approved ShopStart materials according to applicable brand guidance.

Dealers may not:

- alter ShopStart marks in a misleading way;
- register confusingly similar names or domains;
- imply ownership of ShopStart;
- bid on ShopStart brand terms in paid search without written permission;
- publish unauthorized claims about ShopStart features or pricing;
- guarantee customer earnings or business results; or
- make legal, security, or compliance claims PLS has not authorized.

12. Dealer conduct

Dealers may not use the Dealer Program for:

- deceptive sales practices;
- fake or self-generated referrals;
- fabricated equipment-sale records;
- unauthorized account access;
- unlawful unsolicited bulk communications;
- unlawful discrimination;

- privacy violations;
- security circumvention;
- misuse of customer information; or
- activity that could reasonably harm ShopStart, PLS, participating shops, or the integrity of dealer attribution.

13. Confidential information

Non-public program information, Dealer Portal information, compensation information identified as confidential, security information, product roadmaps, and non-public PLS business information must be protected and used only for the dealer relationship except where disclosure is required by law or authorized by PLS.

This obligation is mutual.

PLS will protect non-public dealer business information on the same basis.

14. Suspension or termination

By the dealer

A dealer may withdraw from the Dealer Program at any time by providing written notice.

By PLS

PLS may terminate a dealer's participation on 30 days' written notice without cause.

PLS may terminate immediately for cause.

"Cause" means:

- fraud;
- fabricated or self-generated attribution;
- a material breach of these terms that is not cured within 15 days after written notice;
- unlawful conduct;
- a material security compromise caused by the dealer;
- repeated documented harm to participating shops; or
- continued misuse of ShopStart branding after written warning.

Post-termination treatment

This provision protects the book of business a dealer legitimately builds.

If PLS terminates a dealer without cause, or if the dealer voluntarily withdraws from the program, the dealer continues receiving the applicable partner share on accounts validly attributed before termination for the remainder of those accounts' ordinary eligibility period under Section 6.

Accordingly, an eligible account that remains active and paying may continue generating partner share after the dealer relationship itself ends.

There is no arbitrary fixed post-termination cutoff for those accounts.

If a dealer is terminated for cause, future partner-share entitlement ends on the termination date. PLS will identify the grounds for termination in writing.

On termination for any reason, accrued and undisputed amounts are paid on the next regular statement cycle.

Suspension

PLS may temporarily suspend Dealer Portal access during an active fraud or security investigation.

Partner share on legitimately attributed accounts continues to accrue during suspension and will be paid if the investigation does not result in termination for cause.

15. Third-party services

ShopStart relies on third-party payment, hosting, communications, infrastructure, and storage providers.

Dealers remain responsible for the separate products and services they sell and for their own relationships with third parties.

ShopStart features and integrations may change as providers, technologies, and the ShopStart product evolve.

16. Changes to these terms

Protected commercial terms

PLS will give approved dealers at least 60 days' written notice before changing:

- partner-share percentage;
- prepaid dealer bounty amount or protection period;
- partner-share eligibility period;
- dealer trial length;
- attribution window;
- adjustment window; or
- post-termination treatment.

Changes are prospective only.

Accounts validly attributed before a change takes effect continue under the protected commercial terms in force when those accounts were attributed unless the dealer expressly agrees otherwise in a signed writing.

Other terms

PLS may update other provisions with an updated effective date and any notice required by applicable law.

Continued participation after an effective update constitutes acceptance to the extent permitted by applicable law.

PLS maintains prior versions of these terms and will provide a copy upon request.

17. No guaranteed earnings or sales

Participation in the Dealer Program does not guarantee:

- equipment sales;
- ShopStart signups;
- trial activation;
- paid conversion;
- recurring revenue;
- customer retention;
- profit; or
- any particular business result.

Any figures shown in Dealer Program marketing materials are illustrative examples, not earnings projections or guarantees.

Dealers remain responsible for their own sales practices and business decisions.

18. Limitation of liability and indemnification

The warranty disclaimers and limitations applicable to use of the ShopStart software are contained in the ShopStart Terms of Service.

To the fullest extent permitted by applicable law, PLS's aggregate liability to a dealer arising from the Dealer Program is limited to the total partner share paid or payable to that dealer during the 12 months preceding the event giving rise to the claim.

This limitation does not eliminate PLS's obligation to pay undisputed partner share properly earned under Sections 6, 7, and 14.

Dealer indemnity

A dealer will indemnify PLS against third-party claims arising from the dealer's:

- material misrepresentations regarding ShopStart;
- unauthorized warranties;
- deceptive sales practices; or
- breach of Sections 11-13.

PLS indemnity

PLS will indemnify a dealer against third-party claims that ShopStart, as provided by PLS, infringes that party's intellectual-property rights, provided the dealer promptly notifies PLS and permits PLS to control the defense and settlement.

19. Privacy

PLS processes dealer application, account, attribution, support, and Dealer Portal information as described in the ShopStart Privacy Policy.

Dealers are responsible for providing any notices and obtaining any permissions required for personal information they submit to PLS, including buyer contact information submitted during enrollment.

20. Assignment

Neither party may assign these terms without the other's written consent, except that either party may assign them to a successor in connection with a merger, acquisition, reorganization, or sale of substantially all of the relevant business or assets.

A successor to PLS assumes applicable payment obligations under Sections 6, 7, and 14.

21. Governing law and disputes

These terms are governed by the laws of the State of Texas, without regard to conflict-of-laws principles, except to the extent federal law or another mandatory law applies.

Any dispute arising from the Dealer Program must be brought in a court with proper jurisdiction and venue under applicable law unless the parties agree in writing to another lawful dispute-resolution process.

22. Contact

Dealer Program questions, account issues, attribution disputes, termination notices, and statement questions may be submitted through:

Dealer Support: <https://www.getshopstart.com/support/dealer/>

Related documents and dealer resources

Terms of Service <https://www.getshopstart.com/terms/>

Privacy Policy <https://www.getshopstart.com/privacy/>

Dealer Support <https://www.getshopstart.com/support/dealer/>

Document control SS-DLR-TERMS-2.1 | Effective September 16, 2026 | Supersedes Version 2.0 dated September 4, 2026 |
Access: Dealer Portal > Documents > Dealer Program Terms

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copy available in the Dealer Portal.