



# Masterkey Partner Programs

Businesses around the world are migrating in ever-increasing numbers to the Software as a Service model. Nearly 90 percent of organizations surveyed expect to maintain or grow their usage of SaaS, citing cost effectiveness and ease/speed of deployment as primary reasons for adoption. (Gartner Inc, Dec 2008)

For service providers, it is not simply about adapting to new technology and maintaining existing customers. This shift represents an opportunity to step ahead of competition and increase revenue streams. Savvy solution providers will take advantage of these advances to strengthen customer relationships and grow revenue by focusing on services that truly deliver business value.



## Certified Partners

Strategic business process consulting, worry-free management of the application, and comprehensive support are a few of the valuable services that Certified Partners are providing to grow recurring revenue streams and deepen customer relationships.

### This program is built for:

- ✓ Implementation and Software consultants
- ✓ Real Estate Franchises
- ✓ Independent software vendors (ISV)
- ✓ Web design firms
- ✓ Resellers, Value Added Resellers (VAR) and System Integrators

## Portal Partners

Masterkey believes in growing with our portal partners and that our partners should benefit as much as we do from these strategic alliances. Our portal partner program provides a strong foundation of support and collaboration that fosters unparalleled value and mutual business success for our customers and partners alike.

Through the portal partner program, Masterkey provides its customers exclusive access to its network of portal partners. Customers can advertise their properties on different portals directly through Masterkey with the click of a button, increasing online exposure of their properties immediately.



### Program Benefits

- ✓ Platform to market your services
- ✓ Receive the most up-to-date listings directly to your site.
- ✓ Impress your customers with content-rich listings
- ✓ Achieve more web traffic
- ✓ Connect people with properties worldwide
- ✓ Listings made easy
- ✓ Access an ever-growing client database
- ✓ Mutual growth opportunities
- ✓ Cross-marketing initiatives

## Referral Partners

Masterkey's Referral Partner Program leverages relationships with partners around the world to create mutually beneficial revenue opportunities. This program allows organizations and individuals to collect a commission for referring customers interested in purchasing Masterkey products.



### How does it work?

1. Interested Partners should complete the Partner Sign Up Form. After completion you will be sent your unique Masterkey Referral Partner ID#.
2. Place a Masterkey referral banner (with your partnership ID#) on your website and we will track each and every referral that comes from that banner.
3. You may also submit a lead by completing a referral lead form. If a contract is signed on the lead you submitted you will be paid a commission.
4. Your referral may also contact us directly and provide us with your Masterkey Referral Partner ID#.

Find out more:

Visit us at [www.gomasterkey.com/partners](http://www.gomasterkey.com/partners) or call us at +971 4 398 9739.

