

Let's **Partner** Up!



Key Commercial Terms and Marketing

Sign up your Customers to
become Comparer**PAL** members

**Sign up your
Trade Customer**



**Sell plans to End
Customers
(Homeowners
and Landlords)**



**Members Earn
Rewards, Keep their
Customers & Future
work if they wish**



**You earn Trade
Customer
loyalty & repeat
business**

Let's Partner Up!

Let's Talk Rewards

What are the Rewards for every successful plan sold?

Member Earn £40*

Partners Earn £10*

Access those Rewards?

Really easy! All part of Compare PAL .

Members access their Rewards from their existing Membership.

Partners access their Rewards from a specific Membership account that we create when they are due. Partners can easily access by Switching accounts.

See Reward video – you would redeem Rewards exactly the same as Members do.

How can I redeem my Rewards?

All Members and Partners can redeem their Rewards using any of the 4 available options.

- Love 2 Shop Digital or Physical Vouchers
- Bank transfer
- Cash Out Vouchers where you can redeem in any of 27,000 Paypoint stores.

Tax Declaration

When you redeem Rewards it is the Members or Partners responsibility to declare this and include with your Company and Personal tax returns.

VAT

Rewards values include VAT.

Changes to Rewards

Compare PAL reserves the right to change Reward values & when they are available for redemption

* minimum period applies before they are obtainable currently 14 days and 120 days for Members and Partners. Compare PAL reserves the right to shorten or lengthen these periods.



Key Commercial Terms and Marketing

Marketing Materials & Support

What Marketing options would you recommend help me sign up Members?

There are essentially 4 options you can use to drive sign ups, stated below.

Whatever option you choose, Compare PAL platform tracks the sign up of your Members back to your Partner account by the Links and QR codes we supply, whether that be a link you send out, a Sticker you issue, a social media post you make.

What are the 4 key Marketing options?

There are plenty of options on how to market this to your target members?

Marketing choice	Option	Description	Benefits
Digital	Send a Link using Compare PAL	Simply Search for your target Member on Compare PAL or add them and send a Link	<ul style="list-style-type: none">• Easiest to use• No cost or effort, just send a link, we will do the rest.
	Use your QR codes for your own communications or posts.	Take the QR Codes and send your own personalised Emails, Texts, Whatsapp, Social Media posts	<ul style="list-style-type: none">• You can personalise your communication• Explain this to your Customers how you want to.• No cost other than the time it takes
Physical	Physical Point of Sale Materials	Consider investing in Marketing materials to support sign up's These materials need to include the bespoke QR Code you have on your Portal	<ul style="list-style-type: none">• Sometimes you might not be able to speak to target members and they might want to work this out for themselves.
	Stickers	Attaching Stickers to Boiler Boxes or Parts or leaving them available on your trade counter is a great way of securing Members and creates greater End Customer.	<ul style="list-style-type: none">• Achieve both Installer sign up and increase their chances of End Customer conversion.• Very effective & cost effective

Marketing Materials & Support

Marketing Point of Sale Materials

Consider investing in

- Flyers
- Business Cards
- Wall Posters
- Floor Stickers
- Bollard Covers

Do I need to order Marketing materials through Compare PAL?

No. Feel free to order materials from your own supplier but we do ask the following

- 1) Make sure you ensure that your physical POS includes your bespoke QR code to make sure this tracks back to you
- 2) If you do order stickers from your own supplier, you do need to get a list of Unique Boiler sticker codes from us so that these can tie back to you.

Please let us have sight of how you are intending to market Compare PAL so we can help ensure your marketing investment is effective.

If you need us to assist with your Print supplier, just let us know.

Can Compare PAL assist me with obtaining marketing materials?

Compare PAL has an approved supplier which is All Your Print, in case you don't have a print supplier or you would rather use one that works closely with Compare PAL.

Please read the All your Print PDF to explain how to order marketing POS and stickers.

Marketing Materials & Support

When I 'Send a Link' or use my bespoke QR code how does the Member tag to me as a Partner?

The Links you send or your bespoke QR code in your marketing POS is effectively a URL (website address) which contains your details as a Partner.

When the Member signs up, that's how we know how you signed up that Member.

How do Stickers work?

Stickers is similar.

The Left hand side of the Sticker contains your bespoke QR code so again, Compare PAL knows you gained the Member sign up.

The Boiler Sticker Number has further tracking to it.

The Sticker Prefix Code relates to you and thus even

ComparePAL
**Earn £40 & lock in the
 future work you want**



STEP 1:
Register the boiler to your account

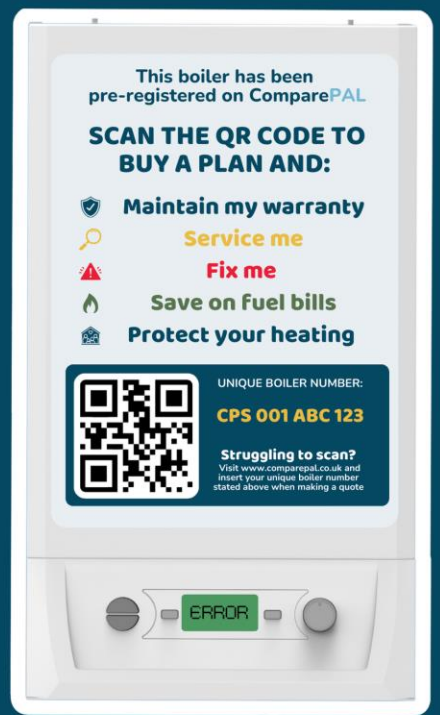
Not a member? Sign up FREE here www.ComparePAL.co.uk/lookup



Scan the QR code or insert the
 Unique Boiler Number*:
CPS 001 ABC 123

*when making a referral on the website

STEP 2:
Peel & Stick me on a boiler →



This boiler has been
 pre-registered on ComparePAL
**SCAN THE QR CODE TO
 BUY A PLAN AND:**

- 🛡️ **Maintain my warranty**
- 🔍 **Service me**
- ⚠️ **Fix me**
- 🔥 **Save on fuel bills**
- 🏠 **Protect your heating**



UNIQUE BOILER NUMBER:
CPS 001 ABC 123

Struggling to scan?
 Visit www.comparepal.co.uk and
 insert your unique boiler number
 stated above when making a quote

ComparePAL
**Want to earn an extra
 £40 from every install?**



STEP 1:
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Not a member? Sign up FREE here www.ComparePAL.co.uk/lookup



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Same
 Sticker
 Number
 just
 differing
 landing
 pages

Partner
 Code

Sub
 Partner
 Code

Boiler
 Sticker
 Number

Installer Sign up &
 Scan to register sticker

Customer peel off
 Inset sticker