ePanicButton AUTHORIZED RESELLER PROGRAM

Offer it under your brand. Earn 50% recurring.

Add ePanicButton to your product line, under your own brand if you like. You own the customer relationship, from sales and demos through onboarding and support.

50%
Recurring commission
On every account you source, onboard, and support.

White-label
Your brand, your customer
Optional white-label branding, within our guidelines.

Tier 2
Backup from us
Second-tier technical support when needed.

What ePanicButton does

A real-time panic alert and mass notification platform for workplaces. One click from a desktop or mobile app (or an optional add-on: wall/desk panic button or wearable pager-style button) alerts your chosen responders (front desk, security, management) by pop-up, push, email, and text, with location and emergency type. It does not call 911 or dispatch police. In market 18 years for lone workers, front-line staff, schools, healthcare, and multi-site businesses.

Who makes a great reseller

- Security system integrators and installers
- IT managed service providers (MSPs) with a support desk
- Alarm and monitoring companies adding a product line
- Safety equipment distributors with active accounts
- Anyone ready to own setup and first-line support

What you do

- Market and sell the platform to your customers
- Run the demos and close the sale
- Onboard, configure, and train customers in the Reseller Portal
- Serve as the first point of contact for support

What we provide

- Reseller Portal to create, configure, and monitor accounts
- Product training materials and release notes
- Second-tier technical support for issues you can't resolve
- Approved marketing materials you can share as-is
- Annual commission statements and a partner contact

How it works

1
Apply and sign
Send a quick partner application and sign the Authorized Reseller Agreement.

2
Sell and set up
You sell, demo, and onboard each customer in the Reseller Portal, under your brand if you choose.

3
Support and earn
You handle first-line support, with our backup, and earn 50% for as long as the account stays active and paying, subject to the Reseller Agreement.

What you could earn

50% of subscription revenue collected from every account you source, onboard, and support, for as long as it stays active and the Reseller Agreement is in effect.

Example
A 25-user customer pays $2,550 a year. Your 50% share: **$1,275.00** every year the account stays active.

Account size	Your annual commission
10 users	**$510.00 / yr**
25 users	**$1,275.00 / yr**
50 users	**$2,295.00 / yr**
100 users	**$4,080.00 / yr**
250 users	**$8,925.00 / yr**

Illustrative examples based on current pricing tiers.

Proven in the real world

Logged incidents by category, straight from our system: real customers using ePanicButton from 2008 through July 2026.

Category	Logged incidents
Serious incidents	27,811
Medical	13,723
911 dispatch (municipal customers)	10,227
General support requests	3,042
Lockdowns	152
Private security alerts	126
Fire	75
Bomb threats	11
Total logged	**52,562**

What customers say

> *"One of our nurses faced an irate patient carrying a knife. She sent an ePanicButton alert. Responders arrived quickly, and no one was hurt. ePanicButton worked perfectly."*
>
> **Bob Ross, Brockton Neighborhood Health Center**

> *"We had a customer who didn't understand a Health Department rule and stayed for an hour. Our employee sent a low-level ePanicButton request. Everything was handled well. It worked exactly as planned."*
>
> **Townsend Collins, Mecklenburg County, NC**

Reseller or Referral: which partner fits you?

	Referral Partner	Reseller Partner (this sheet)
Commission	25% recurring	**50% recurring**
Your role	Make the introduction	Sell, demo, onboard, and support
Sales and demos	ePanicButton	You
Onboarding and support	ePanicButton	You, with our second-tier backup
Branding	ePanicButton	White-label option
Great fit for	Consultants, brokers, and anyone with a business network	Integrators, MSPs, and alarm or monitoring companies

A few things to know

- Commission starts once your customer is an active, paying subscriber and continues for as long as the account stays active and paying, subject to the Reseller Agreement.
- You are the main contact for onboarding, setup, and first-line support. It is a safety tool, so accurate setup matters.
- Leads from your existing customers earn the full 50% when onboarded and supported through your Portal and properly documented.
- Accounts from our direct sales, other resellers, or referral partners don't qualify for reseller commission.
- Commissions are paid annually: after ePanicButton receives each annual customer payment and a 30-day wait.
- Full commission terms are in the Authorized Reseller Agreement.

Become an Authorized Reseller

1. Email us at contact@epanicbutton.com and tell us about your business and support capabilities.
2. Sign the Authorized Reseller Agreement. It spells out commission, support duties, and terms.
3. Get Reseller Portal access and start onboarding customers.

Apply today: contact@epanicbutton.com