

AUTHORIZED RESELLER PROGRAM

Add a proven safety platform to what you already sell and support — under your own brand — and earn a permanent 50% commission on every account, for life.

What We Do

ePanicButton is a real-time panic alert and mass notification platform. One click — from a desk, a badge, a mobile app, or a wall-mounted button — instantly alerts front desk, security, management, or 911 with the exact location and nature of the emergency. In market 18 years, purpose-built for lone workers, front-line staff, schools, healthcare, and multi-site businesses.

Who Makes a Great Reseller

- Managed service providers (MSPs)
- IT consultants and value-added resellers (VARs)
- Security system integrators and installers
- Alarm and access-control dealers
- Anyone who already manages recurring accounts and wants to add life-safety software to the stack

What You Do

Sell, onboard, configure, and support ePanicButton for your own customers through your dedicated Reseller Portal — under your own brand if you choose.

- Onboard and train each End Customer on Platform use
- Provide first-line support and configuration (recommended: 1 business day response on non-emergency issues)
- We provide second-tier technical support for anything regarding a bug or issue with the program.

What You Earn

A permanent 50% commission on subscription revenue from every account you source and support, for as long as it stays active — including new customers introduced by your own End Customers, as long as they're onboarded through your Reseller Portal. Paid monthly, automatically.

Account Size	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. Multiply that across a book of accounts you're already managing, and it's real, compounding recurring revenue on top of what you already bill.

What We Provide

- A dedicated Reseller Portal — create and manage End Customer accounts, configure alert groups, monitor usage, track billing and commissions
- White-label options, subject to brand approval
- Product training materials and release notes
- Second-tier technical support
- Listing in our partner directory and marketing materials

Proven in the Real World

A recent snapshot of logged incidents by category, straight from our system — End Customers actually using ePanicButton for:

**2008 through July 2026*

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

TESTIMONIALS

"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

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A Few Things to Know

- This is a non-exclusive appointment — we may work with other resellers or sell direct in the same market
- Because ePanicButton is safety-critical software, you own first-line support and configuration accuracy for your accounts
- Commission applies to accounts you source, onboard, and actively support through your Reseller Portal — accounts onboarded outside the Portal aren't eligible
- White-label is available, but required safety disclosures and legal notices always stay visible
- Commissions are reported monthly and paid within 30 days of month end

How to Apply

- Tell us about your business and the accounts you manage — quick partner application
- Sign the Authorized Reseller Agreement (spells out commission, support responsibilities, and terms)
- Get Reseller Portal access and onboarding support, then start selling

Apply today: contact@epanicbutton.com | epanicbutton.com/partners

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