

Profitability Example / Bronze Partner

In this example a Bronze Partnership has been bought at an annual fee of £99 including 100 standard 0845 numbers together with 2 account wide Advanced Features for £49.50 each and a monthly service fee of £9.95 per month per feature.

Additionally 75 Bronze numbers have been bought at a Partner discount of 90% and 25 Gold numbers at a discount of 20%.

The 200 numbers have been resold at the minimum current market rate assuming just half of them will be sold with 2 Advanced Features for which both one-off set up fees and monthly ongoing is charged (in line with general industry practice and our experience). Again we have used minimum current market rates and in reality you should be able to charge more or “bundle” the entire package (number and features) into a one-off fee.

The result is you turn an investment of just under £1500 into revenue of over £11,000 – a profit of over £9,600!

If you're not convinced you can always just use the basic package - sell the numbers for just £5 each and you've turned £99 into £500! You can add to your Partner Package at anytime.



Item	Cost Price	Qty Bought	Cost	Qty sold	Selling Price	Revenue	
Annual Fee	£99.00	1	£99.00	0	£0.00	£0.00	
Numbers: Free	£0.00	100	£0.00	100	£5.00	£500.00	
"0845"	Standard	£4.95	0	£0.00	0	£10.00	£0.00
	Bronze	£1.00	75	£75.00	75	£19.00	£1,425.00
	Silver	£39.20	25	£980.00	25	£49.00	£1,225.00
	Gold	£79.20	0	£0.00	0	£99.00	£0.00
Features Set Up	£49.95	2	£99.90	200	£9.95	£1,990.00	
Features MRR	£9.95	24	£238.80	200	£2.50	£6,000.00	
Partner pays / receives			£1,492.70	£11,140.00			
Bronze Partner Makes			£9,647.30	<small>All prices exclude VAT</small>			