

RESELLER SIGNUP CHECKLIST

Complete these steps in order after signing up.

- ☐ **1. Brand your organisation**
 Set your app name, logo, colours, and footer legal name. [Admin → Branding](#)
- ☐ **2. Add a custom domain (optional)**
 Add a CNAME for a fully white-label login and signup experience. [Branding → Custom Domain](#)
- ☐ **3. Choose your billing approach**
 Self-Billing (license pool) or Stripe Connect (automated client subscriptions); see the panel opposite. [Admin → Reselling](#)
- ☐ **4. Connect Stripe (recommended)**
 Enable client AI wallet card top-ups and/or automated seat billing. [Reselling → Stripe](#)
- ☐ **5. Top up your agency AI wallet**
 Wallet credits are USD; checkout charges local currency plus local tax. [Admin → Billing](#)
- ☐ **6. Invite your agency team**
 Give colleagues agency roles so they can help manage clients. [Admin → Team](#)
- ☐ **7. Configure email (recommended)**
 Send branded transactional messages or use webhook delivery. [Admin → Email](#)
- ☐ **8. Create your first client workspace (and invite clients)**
 Follow the "Onboarding your first client" guide, then invite your client's team to log in. [Admin → Workspaces](#)
- ☐ **9. Go live and grow**
 Every workspace you launch is recurring revenue under your brand, while Elevale delivers the platform, updates, and support behind it. [Reseller Dashboard](#)

YOUR ROLE IN THREE COMMITMENTS

Your branding: app name, logo, colours, domain, legal links.

Your clients: commercial relationship, first-line support, billing.

Elevale infrastructure: hosting, updates, security, AI processing.

BILLING MODELS AT A GLANCE

Self-Billing: buy licenses, assign seats, invoice clients yourself.

Stripe Connect: clients subscribe via your Stripe; platform fee per seat; public signup links.

Hybrid: seats on Self-Billing, Stripe only for AI wallet top-ups.

LEGAL BASICS

Publish your own Privacy Policy and Terms URLs in Branding.

You are typically controller for client personal data on white-label deployments.

Enter a Data Processing Agreement with Elevale where required.

Tip: the floating Get Started Guide on your Reseller Dashboard tracks branding, domain, Stripe, first workspace, and team invites. Reopen it anytime from the docked tab on the right edge of the screen.