

FOR CANDIDATE PARTNERS

Bring Protiva to your region

We are looking for one independent partner per country or region. That partner brings management firms and landlords to Protiva and then becomes their first point of contact. This brochure explains what you get from us, what we expect from you and how we choose.



What we are looking for

Protiva is a property management platform. Outside the Netherlands we want one partner in every area who knows the market, speaks the language and helps clients. We provide the product, sign the contracts and invoice. You bring in the clients and stand beside them.

What you do

Find firms and landlords, give demos, move clients over and answer their questions in their own language.

What we do

The platform, the contract with every client, all invoicing, second-line support, your training and your material.

What you get

A monthly fee on the clients you bring in and on your area. After a successful trial, the area is yours alone.

What it costs you

Nothing. No entry fee, no licence, no paid training and no minimum purchase.

Protiva in short

A platform for everyone who manages property: the landlord with one home, the firm with hundreds of units and the owners' association of an apartment block.

For landlords

Properties, leases, invoicing, documents and maintenance in one place, with a bank connection and a chart of accounts per portfolio.

For management firms

A dedicated portal for property management and for managing associations: owners, meetings, work orders and the books of each association.

For owners and neighbours

A free plan with a notice board that translates messages. In a block with owners from five countries, everyone reads the message in their own language.

For service providers

Tradespeople get their work orders in their own portal and an app, and keep the owner informed with photos.

- ✓ The portal in 24 languages, with apps for iOS and Android
- ✓ AI that reads post and invoices, sorts reports and answers questions with the source document attached
- ✓ All data and all AI processing stay in the European Union
- ✓ Public prices per property, with no setup fee and no price per user

The current prices are at protiva.eu/pricing. You sell at that price list, not at a rate of your own.

Who does what

You are not a reseller. The client takes out the subscription with Protiva B.V. and pays us. You are an independent company that brings in and supports clients for us.

The partner

- finds firms, landlords and associations in their area
- gives demos and moves clients over from their current software
- answers questions about using Protiva, in the language of the country
- proposes and coaches the creators and ambassadors in their area
- tells us what the market needs

Protiva

- builds and maintains the platform
- signs the contract with every client and invoices
- solves bugs, outages and questions about invoices
- trains you and gives you a demo environment and material
- lists you on protiva.eu as the partner for your area

You may invoice a firm yourself for migration, setup and training, at your own rate. We are not a party to that.

Three parts, each for something else

Every month you receive a statement with one line per client: which client, which part and which amount. You can check every line.

1

For what you bring in

On the clients that you or your creators brought, for the first years after they start paying, wherever they live. This part continues when our cooperation ends. If the client lives outside your area, only your code or link counts, or an allocation by us based on evidence.

2

For your area

On all clients who pay in your area, also when they sign up by themselves or come in through our own campaigns. This part starts with your exclusivity and runs as long as you keep it.

3

For your support

A fixed amount per paying client in your area that you support, under a separate agreement. It pays for the first-line work and stops when that work stops. Free accounts do not count.

WHEN YOU RECEIVE THE AMOUNTS

The amounts differ per area. If we invite you to an introduction, you receive a personal proposal beforehand with the amounts, the trial and a worked example for your area, with the assumptions. What finally applies is set out in the draft agreement. You receive it with an information document.

WHAT YOU NEVER PAY

No entry fee, no licence fee, no contribution to training or marketing and no purchase of licences. We do not deduct anything from your fee either. You earn only on clients who pay, never on recruiting other partners.

WHAT WE EXPECT

We ask a lot, and would rather say so now

A partner who sits still costs us a whole area, and we do not simply get that back with the next partner. That is why these are conditions, not wishes.

A company in your area

A business registered in the country. For a whole country a company with its own organisation; for a region you may also be self-employed.

Knowledge of the market

You know how a management firm, an owners' association and a landlord work, and you know people in that world.

The language

You speak your clients' language. You work with us in English or Dutch.

The first line

Clients in your area call and mail you, on working days and within the response time we agree. After every conversation we ask them ourselves how satisfied they are.

Switching without us

The demo, the setup and the switch are yours. After the trial you move a firm over within a week without needing us.

Results

After the trial we agree targets per year. You work towards them from the first week, not from the moment the contract becomes exclusive.

Room to breathe

The first year earns little, because your fee grows with your clients. You have your own funds or other work to cover that.

Our rules

You follow our code of conduct, use only our material and our price list, and promise nothing the product does not do.

WHERE WE SAY NO

- ✗ A candidate without a company in the area
- ✗ A candidate who sells property management software from another supplier
- ✗ A manager who mainly wants to bring their own clients to us
- ✗ Exclusivity from day one

THE SELECTION

How we choose

We choose one partner per area. That takes a while, and we mean it to: a wrong choice costs you a year and us an area.

1

Application

The form on protiva.eu. We read every application ourselves.

2

Introduction

A 45-minute call with a demo. Beforehand you receive our proposal with the amounts.

3

Your plan

You write a plan for the first twelve months.

4

The checks

Two references, an extract from the trade register, and the draft agreement with the information document.

5

The trial

Six to twelve months of working together, not yet exclusive.

6

Exclusive

Reach the targets of the trial and the area is yours.

What goes into your plan

- which clients you approach first, and why those
- how you reach them: your network, visits, trade fairs, the professional association
- who does the work, and how much time they have for it
- how many firms you want to have moved over after three, six and twelve months
- how you pay for the first months

TRIAL AND EXCLUSIVITY

You earn exclusivity

The best-known problem with exclusive partners is the partner who sits on their area. That is why every area starts with a trial, and exclusivity stays tied to results.

6 TO 12 MONTHS

Trial

Not yet exclusive. You already receive a fee on the clients you bring in and support. We run the first demos together.

ONGOING

Exclusive

The area is yours. You also receive the fee on all paying clients in your area, and we list you on protiva.eu.

AFTER TWO MISSED YEARS

Back to non-exclusive

Not a dismissal. You keep your agreement and your fee on your own clients. The exclusivity and the fee for the area end.

What the targets are about

- new paying firms and new monthly revenue in your area
- how many clients stay, with 80% as the floor
- how satisfied clients are, with 80% satisfied as the floor, measured by us
- targets fixed in advance, lowered when the shortfall comes from us, for example an outage or a feature that did not arrive

AREAS

Where we are looking for partners

We are looking for partners in every country where there is interest. An area is one network of clients you can visit: in a small country the whole country, in a large one a region. If it goes well, you get the first chance at a neighbouring area that is still free.



Schematic, not to scale. The numbers are the first two digits of the postcode.

Example: Spain

We divide every large country into regions like this, Germany, France and Italy too. In Spain we start here:

Costa Blanca · province of Alicante, first

Costa del Sol · province of Málaga, first

Costa Brava and Catalonia · Girona, Barcelona and Tarragona, next

Valencia, the Balearic Islands, the Canary Islands and Madrid follow later.

The Netherlands we cover ourselves, so we are not looking for a partner there.

Wherever there is interest

Apply, even if your country is not on our site yet. In the introduction we decide together which area suits you.

What your country needs, we build

Does your country require something Protiva cannot do yet, such as its own address format, a local term or a mandatory way of invoicing? Then we build it while we work out the agreement. You know the country and tell us what it needs.

How you introduce yourself

A client must always know who they sign a contract with. That is why the same words appear everywhere.

WHAT YOU ARE CALLED

Authorised Protiva partner for your area, an independent company. The client signs the agreement with Protiva B.V.

WHAT YOU ARE NOT CALLED

Office, branch or representative of Protiva. Legally you are none of those, and a client reads it as a promise on our behalf.

What stays with Protiva

- domain names with Protiva in them, and the phone number on our site
- the contracts with clients, their data and their invoices
- the creators and ambassadors in your area, whom we contract and pay
- the name: Protiva does not appear in your company name, your domain or your social media accounts

You work under your own company name and from your own domain, with our partner logo in our house style.

How we approach clients

- ✓ Every contact starts with your name, that you work on behalf of Protiva B.V. and how someone can object.
- ✓ No unsolicited mail or messages where the law in your country forbids it. You receive the rules per country in writing.
- ✓ No fee to a client's manager. If a manager wants something for their associations, the discount goes to the association.
- ✓ Only our material and our price list. You promise nothing the product does not do and do not name competitors.
- ✓ You look at client data only with the client's permission, through the access we provide for it.
- ✓ Misleading claims, spam or a data breach are a reason to stop immediately.

— APPLY

Why are you the partner for your region?

Apply through the form on protiva.eu. We ask about your area, your company and your experience. Above all we want to know why you are the one. Tell us about your network, your plan for the first year and how you will cover that year. Allow fifteen minutes.

Questions beforehand? Mail info@protiva.eu.



Scan the code or go to
protiva.eu/become-a-partner

This brochure is information and not an offer. What applies is set out in the agreement and the information document you receive before signing.