



PARTNER PROGRAM

Accelerate your
business growth



Promoting community, education & value

A growing national network of premier security dealers, becoming an Alula Pro provides resources and benefits to help you:

- ❖ Deepen relationships with Alula
- ❖ Broaden your network of peer alarm dealers
- ❖ Increase knowledge of Alula products & services
- ❖ Better market your business





No matter your size, we want to help you succeed

The Alula Pro program supports dealers with a wealth of resources and benefits designed to help you grow and retain accounts.

- ❖ Open to all Alula dealers
- ❖ Simple to join and easy to participate
- ❖ Incentives that grow with your business

Professional marketing at your fingertips

Alula provides the marketing tools and support you need to grow your business.



Upload your logo to brochures



High quality product and lifestyle photos



Expert assistance on marketing projects



Alula Pro logo to promote your expertise





Strengthen your network and knowledge

Alula Pro membership provides the opportunity to:

- ❖ Converse with other pros and Alula team members on the private Alula Pro Facebook Group
- ❖ Network with other Pros at special events
- ❖ Participate in training sessions led by Alula's training and support teams

Rewards for becoming an Alula Pro

Alula Pro members have access to a range of rewards and special offers that can bolster your bottom line.



Earn points that can be used to offset business expenses



Increase profitability with exclusive product promotions



Receive free new product samples



Stay informed on new products and services



Designed to scale with your business

The Alula Pro program has five levels of participation: Basic, Silver, Gold, Platinum and Diamond. Your level of participation defines the benefits that are available to you. The more business you do with Alula, the better the benefits.

Membership Levels

Criteria	Basic	Silver	Gold	Platinum	Diamond
Annual device activations	<120	120-299	300-599	600-4799	4800+
Expected training hours per technician per year	2 hours	4 hours	4 hours	6 hours	8 hours



Training & Networking

	Basic	Silver	Gold	Platinum	Diamond
Alula Pro Facebook User Group	✓	✓	✓	✓	✓
New product/feature Webinars	✓	✓	✓	✓	✓
Pro education	Self-serve	Webinar	Webinar	In-person	In-person
Access to Alula Executive Forums			✓	✓	✓
On-site Installation Assist & Training (1x Year)					✓

Marketing Benefits

	Basic	Silver	Gold	Platinum	Diamond
Access to product photos and literature	✓	✓	✓	✓	✓
Direct-to-dealer communications	✓	✓	✓	✓	✓
Access to brandable marketing materials	✓	✓	✓	✓	✓
Alula Pro logo usage	✓	✓	✓	✓	✓
Tailored marketing services			✓	✓	✓

Other Rewards & Benefits

	Basic	Silver	Gold	Platinum	Diamond
ConnectUP rebate program	✓	✓	✓	✓	✓
Brandable App	✓	✓	✓	✓	✓
Alula referral program	✓	✓	(2X bonus)	(3X bonus)	(3X bonus)
Preferred Pricing (Hardware)		✓	✓	✓	✓
Preferred Pricing (Services)		✓	✓	✓	✓
Pro Points*			✓	✓	✓
White label app					✓
Product samples					✓

*1 point awarded for every dollar spent on Alula services. Pro Points may be redeemed for select cooperative sales and marketing expenses.

A man with short brown hair and a slight smile, wearing a dark blue button-down shirt with a small 'alula PRO' logo on the left chest and blue jeans, is holding a grey clipboard. He is standing in a bright, modern interior with wooden furniture and a light-colored wall. The background is slightly blurred, showing a dining table and chairs.

The Alula Pro advantage

Accelerate the growth of your business. Become an Alula Pro member and stay informed, up to date and ahead of your competition.



Ready to
join?

www.alulapro.com

