LULU STEP-BY-STEP GUIDE

# If your reseller does not renew your plan

For store owners whose plan is paid by a reseller: the notices you get, when you can pay for the plan yourself, the free month, when the storefront is paused and when the store is closed. You are never charged automatically.

For: Store owners · About 5 minutes · 7 steps · Updated November 20, 2026

**Before you start** This guide is for stores where Settings → Plan shows "Billed through <partner>". Your partner prepaid your plan for a fixed term, normally 12 months. Only the store owner can take the plan over. The days below count from the date your plan was paid until.

## Steps at a glance

1. Know the timeline
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4. Day 30: the storefront is paused
5. Day 90: the store is closed
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7. What stays yours

STEP 1

## Know the timeline

You are never billed automatically. Nothing happens to your store without a notice first.

- While the term runs: nothing to do. Your partner gets renewal reminders 30, 14, 7 and 1 days before it ends. You do not.
- Day 0 to day 2 after the term ended: nothing changes and you see no notice.
- Day 3: first notice, by email and on Settings → Plan and Settings → Billing.
- Day 14: you can pay for the plan yourself.
- Day 30: your storefront is paused if nobody has paid.
- Day 90: your store is closed if nobody has paid.

STEP 2

## Day 3: read the first notice

We email the store owner a notice about the plan. Settings → Plan and Settings → Billing show "Your <plan> plan has not been renewed yet." with the date it was paid until.

- Your store keeps working and you are not charged.
- The simplest fix is to ask your partner to renew it.
- The notice names the date from which you can pay for the plan yourself.

STEP 3

## Day 14: pay for the plan yourself if you want to

We email you "Keep <store> running". The banner reads "You can now pay for your plan yourself." Choose a plan in the plan picker on the same page and pay. The price is the normal list price.

- When you pay for your first month, the next month is free.
- From then on the store is billed to you, and your partner no longer pays for it.
- You can still ask your partner to renew instead, until you pay.
- Only the store owner can do this. Other users see "Only the store owner can do this."

STEP 4

## Day 30: the storefront is paused

If the plan is still unpaid, visitors see a "temporarily unavailable" page. We email you "<store>'s storefront is paused". The page shown to visitors does not mention billing or your partner.

- Your admin still works. You can sign in, manage the store and export your data.
- To bring the storefront back, choose a plan and pay, or ask your partner to renew. It comes back as soon as the plan is paid.
- The free month still applies when you pay.

STEP 5

### Day 90: the store is closed

If the plan is still unpaid, the store is closed. Settings → Plan shows "This store is closed because its plan was not paid."

- You were not charged.
- Your data is kept. You can still download a backup of your store from the link in that notice.
- Choose a plan on the same page to reopen the store.

STEP 6

### If your partner tells us they will not renew

A partner can say in advance that they will not renew. You then hear 30 days before the term ends: "<partner> will not renew your <plan> plan."

- Your plan stays paid until the date shown. The term is not shortened.
- From that date you can choose a plan and pay for it yourself. The free month applies.
- If nobody pays, the storefront is paused 30 days after the term ended and the store is closed 90 days after it ended.

STEP 7

### What stays yours

You own the store and its data the whole time. Apps, themes and other extras were always billed to you and stay that way.

- You never see what your partner paid, and they never see your payments.
- After you take the plan over, your partner keeps collaborator access until you remove it under Settings → Users → Collaborators.

## Check your work

- You know the date your plan is paid until. It is on Settings → Plan.
- The store owner's email address is one you read. All notices go there.
- You have decided who pays next: your partner, or you.

## Troubleshooting

**Will my card be charged if my reseller doesn't pay?**

No. You are never charged automatically. You pay only if you choose a plan yourself.

**I want to pay myself before day 14.**

The plan picker opens on day 14 after the term ended. Until then, ask your partner to renew. If your partner told us they will not renew, it opens on the day the term ends.

**I can't see the plan picker but my colleague got the email.**

Only the store owner can take the plan over. Sign in as the owner.

**My storefront shows "temporarily unavailable".**

The plan was unpaid for 30 days after the term ended. Choose a plan on Settings → Plan and pay, or ask your partner to renew. The storefront returns as soon as the plan is paid.

**My store is closed. Is my data gone?**

No. Your data is kept. Download a backup from the notice on Settings → Plan, or choose a plan to reopen the store.

**Where is my free month?**

Pay for your first month. Your first paid period is then extended by one month at no charge.

**I want a different partner to pay from now on.**

Take the plan over yourself first. Then arrange the new set-up with that partner.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.