LULU STEP-BY-STEP GUIDE

Resell prepaid plans to your clients

For partners: check whether you can join the Reseller Program, apply, hand a store over with "Bill this store through my reseller account", pay the client's prepaid plan term at a discount, renew it each year, tell us when you will not renew, and know what happens, day by day, if a renewal isn't paid.

For: Onboarding partners (Reseller Partners) · About 10 minutes · 10 steps · Updated November 20, 2026

Before you start You need an approved partner account. To apply you need at least 10 active attributed stores, unless our team invites you. As a Reseller Partner you prepay a client store's plan for a fixed term (currently 12 months) at a discount (currently 20%) off the plan's yearly list price, and you bill your client yourself, in your own way. The client owns the store and its data. Apps, themes and other extras are always billed to the client directly.

Steps at a glance

1. Check whether you can apply
2. Apply to resell
3. Hand a store over with reseller billing
4. Your client accepts the store
5. Pay for the term
6. Renew before the term ends
7. If a renewal isn't paid
8. Tell us when you will not renew
9. While a store is overdue, you can't add stores
10. Know what your client sees

STEP 1

Check whether you can apply

In the partner portal, open More → Reseller. "Your reseller status" shows where you stand, and "Active attributed stores" shows your count against the minimum, for example "4 / 10 needed". While you are below the minimum the status reads "Not eligible yet" and "Apply to resell" is greyed out, with the reason and your count underneath. Memberships and agreements (More → Application) uses the same check, so "Apply for the Reseller Program" is greyed out there too, with the same reason.

- A store counts when it is attributed to you (you handed it over or referred it), is live on an active paid plan, isn't frozen, isn't a dev store or a client transfer store you still own, and has a plan payment from the last 90 days or a prepaid plan period that covers today.
- Stores you resell count too, while their prepaid term is paid and running.
- Stores where you are the owner or an admin yourself, and test payments, never count.
- If you drop below the minimum after you are approved, you stay a Reseller Partner.

STEP 2

Apply to resell

Once you reach the minimum, your status changes to "Eligible — apply". Click "Apply to resell" on the Reseller page. Your status changes to "Application pending" and our team reviews it. When you are approved we email you and your status becomes "Active reseller".

- We also check the minimum again when you apply, so the count on the page is what counts.
- Our team can also invite you without an application. An invited partner becomes an Active reseller right away, whatever their store count.
- You can also apply from Memberships and agreements → "Apply for the Reseller Program". You then also add the support contact your clients should use and confirm the reseller training before you submit.

STEP 3

Hand a store over with reseller billing

On your Dashboard, under Stores, click "Transfer to client" on the client transfer store. Enter your client's email and, if you like, a personal message. Tick "Bill this store through my reseller account" and choose the plan. Each plan shows what you pay for the term and its yearly list price. Then tick the confirmation "The domain and the payment gateway accounts used by this store belong to my client, not to me." and click "Send transfer".

- "Transfer to client" appears only on client transfer stores, never on dev stores. Every partner store you created before 30 October 2026 is now a client transfer store.
- The tick box appears only while your status is Active reseller. A suspended reseller can't start a new resold hand-over.
- "Plans you can resell" on the Reseller page lists the plans and today's prices. A plan with no yearly list price can't be resold, and the page says why. Plus is priced by quote for each merchant, so it has no yearly list price and can't be resold on a prepaid term. Contact partner support about a Plus client.
- The client's email has a link to accept the store. The link works for 30 days. "Resend invite" sends a new one.
- "Send transfer" stays greyed out until you tick the confirmation. If a custom domain or a live payment gateway is connected to the store, a warning names it above the tick box. Make sure your client controls both before you send.
- While one of your resold stores is overdue you can't tick the reseller box or create stores. See "While a store is overdue" below.

STEP 4

Your client accepts the store

Your client opens the link and clicks "Accept ownership". Before they accept they see "Your plan: <plan> for 12 months, paid by <your partner name>" and that apps, themes and anything outside that plan are billed to them directly. When they accept, they become the store's owner. The plan, the discount and the term are locked on that day, so a later price change doesn't change this term.

- The store then appears on the Reseller page under "Resold stores" as "Awaiting payment".

STEP 5

Pay for the term

On the Reseller page, under "Resold stores", click "Pay now" next to the store. A secure payment page opens. When the payment is confirmed you return to the Reseller page with "Payment received — the store’s prepaid term is active." The store shows as Active with its term dates, and "Invoice PDF" downloads your invoice.

- The term starts on the day your payment is confirmed and runs for 12 months.
- Pay soon after your client accepts. If you haven't paid within the payment window (currently 14 days), the hand-over is cancelled and your client can choose and pay a plan themselves.
- While the term runs, your client's plan isn't charged to them. Apps, themes and other extras they add are billed to them.

STEP 6

Renew before the term ends

We email you 30, 14, 7 and 1 days before the term ends ("Renew <store>'s plan"), with the renewal amount. From 30 days before the end the store shows "Renewal due" and a "Renew" button. Click "Renew" and pay. The next term starts on the day the current one ends.

- A renewal is priced at the plan's yearly list price on the day you renew, less your discount.
- You can renew only while your status is Active reseller. While your reseller account is suspended, renewals are paused.
- You can renew a plan only while it is still on the list of plans you can resell.
- Reminders go to you only. Your client hears nothing while you renew on time.

STEP 7

If a renewal isn't paid

Nothing is charged to your client automatically, at any point. The days below count from the day the term ended. The store row on the Reseller page stays "Renewal due" and shows where it stands, for example "Unpaid — renew now."

- Day 0: we email you that the plan is overdue, with every date below. The store keeps working. You can't create stores or start resold hand-overs until it is paid.
- Day 3: your client is told for the first time, by email and on Settings → Plan and Settings → Billing. They are not charged and have nothing to do yet.
- Day 14: your client is offered to pay for the plan themselves, at the list price. If they pay, the store is billed to them from then on and your resold subscription ends. We email you when the offer opens.
- Day 30: the storefront is paused. Visitors see a "temporarily unavailable" page. Your client can still sign in to the admin, export their data and pay for the plan.
- Day 90: the store is closed and the resold subscription ends. The store then shows "Lapsed". Nothing is billed to your client. They keep their data and can reopen the store by choosing a plan.
- You can click "Renew" and pay at any time until the store is closed, unless your client has already paid. The new term starts on the day the old one ended, not on the day you pay. Paying brings a paused storefront back at once.
- The day counts are fixed for a store when it enters its renewal window, 30 days before the term ends. The note under "Resold stores" shows the counts in force.

STEP 8

Tell us when you will not renew

If you will not renew a store, click "Don’t renew" on its row under "Resold stores" before the term ends. The row then reads "Not renewing — the owner can pay for the plan themselves from <date>". Changed your mind? Click "Renew after all".

- Your client is told 30 days before the term ends that you will not renew, and that from the term end they can choose a plan and pay for it themselves.
- The term you paid for is never shortened. The store runs to the end of it.
- A store marked this way is not treated as overdue, so it does not block you from creating stores.
- If your client doesn't pay either, the storefront is paused 30 days after the term ended and the store is closed 90 days after it ended.
- If your client takes the plan over, you have nothing more to pay for that store. For resold hand-overs accepted from 20 November 2026 you also earn no partner commission on what the owner pays after the takeover. Earlier hand-overs keep their terms.

STEP 9

While a store is overdue, you can't add stores

From the day a resold term ends unpaid, your Reseller page shows "You have an overdue resold store, so you can’t create new stores or start new resold hand-overs. Pay the overdue store below to lift this."

- It applies to every store type on your Dashboard: dev stores, client transfer stores and demo stores.
- An unpaid first term counts too: if your client accepted and you did not pay within the payment window (currently 14 days), the block applies until a plan is paid for that store or the store is closed.
- The block lifts when none of your stores is overdue any more: you paid, the owner took the plan over, or the store was closed.
- Hand-overs where the client pays their own plan are not blocked. Only "Bill this store through my reseller account" is.

STEP 10

Know what your client sees

In their store admin, Settings → Plan shows "Billed through <your partner name>", with the plan you prepaid and the date it runs until. They can't change or cancel the plan there; they are asked to contact you. A bigger plan than the one you paid for is billed to them directly, through support. Before you pay, they see that the store is waiting for your payment, and the date after which they can choose a plan themselves. If the term ends unpaid, they see nothing for the first 3 days. Then they see that the plan has not been renewed and the date it was paid until. From day 14 they see "You can now pay for your plan yourself" and the plan picker, with the first month paid and the next month free.

- Your client never sees what you paid. Your payments don't appear among their invoices.
- Your client sees dates only: never your price, your discount or your terms.
- Only the store owner can take the plan over. Their staff see "Only the store owner can do this."

Check your work

- The Reseller page shows your status as Active reseller.
- The hand-over drawer shows "Bill this store through my reseller account" and the plans you can resell with your price.
- After your client accepts, the store is under "Resold stores" as "Awaiting payment".
- After you pay, the store shows Active with its term dates, and "Invoice PDF" downloads the invoice.
- Your client's Settings → Plan shows "Billed through" with your name.
- You know the dates: reminders 30, 14, 7 and 1 days before the term ends; owner told on day 3; owner can pay from day 14; storefront paused on day 30; store closed on day 90.
- Stores you will not renew are marked "Don’t renew" before their term ends.

Troubleshooting

"Apply to resell" is greyed out.

The reason is shown under the button. Usually you have fewer than 10 active attributed stores; the page shows your count. It may also be that you have already applied or your reseller account is suspended.

I can't see "Bill this store through my reseller account" on the hand-over.

It appears only while your status on the Reseller page is Active reseller.

A plan says it cannot be resold.

The prepaid term is priced from the plan's yearly list price. Plus is priced by quote for each merchant and has no yearly list price, so it can't be resold. Contact partner support about a Plus client.

"Pay now" is gone and the store shows Cancelled.

The payment window after your client accepted closed before the payment was made, so the hand-over's reseller billing was cancelled. Your client can now choose a plan themselves.

I don't see "Renew" yet.

Renewal opens 30 days before the term ends. We email you when it opens.

My payment didn't complete.

Click "Pay now" or "Renew" again. If you were charged but the store doesn't show Active after a few minutes, contact partner support.

Reseller billing says it isn't available on my account yet.

That's expected. You pay for the stores you resell on the Reseller page, as this guide describes.

I can't create a store, or the reseller tick box is refused.

One of your resold stores is overdue. The message reads "You have an overdue resold store. Pay it on your Reseller page before you create another store." Pay the overdue store on the Reseller page. The block lifts as soon as none of your stores is overdue.

"Send transfer" is greyed out.

Enter the client's email and tick "The domain and the payment gateway accounts used by this store belong to my client, not to me." Both are required.

My client paid for the plan themselves. What happens to my subscription?

It ends. We email you that the store is now billed to its owner. There is nothing more for you to pay for that store.

The store shows Lapsed.

It was closed 90 days after the term ended because nobody paid. The resold subscription has ended and can no longer be renewed. The owner can reopen the store by choosing a plan.

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