



SOFFRONT® BUSINESS COACH PARTNER AGREEMENT

This Agreement is made between Soffront Corporation ("Soffront") and _____ ("Partner") on _____ (the "Effective Date"). Soffront and Partner agree as follows:

The Partner Program allows Partners to offer Soffront CRM one user subscription to their customers and prospects at no cost to them using the following link:

https://srv1.snapshotcrm.com/getstarted/subscribe-now.jsp?plan_code=172

1.0 Partners Investment:

1.1 Partnership fee: is \$300/Month. However, this fee is waived as a part of the COVID-19 promotion program if the Partner signs up before September 30th, 2020.

This Partnership continues until cancelled by either party with a written (email is ok) notice or cancelled immediately due to non-payment of monthly fees.

1.2 Benefits as a Partner:

Offering Soffront CRM bundled with your services helps you to:

- differentiate from your competition,
- increase event attendance & leads, and
- increase client retention

In addition,

- Soffront provides technical support to Partner customers.
- Soffront provides email template, campaign, and landing pages for Partner's use.

2.0 Marketing and Training Support:

2.1 Partner is authorized to use approved Soffront partner logo, brand images and contents according to Soffront's brand guidelines. Soffront reserves the right to require the Partner to update Soffront branding material to comply with Soffront's brand guidelines and to employ current versions of Soffront's logos and branding.

2.2 Soffront will provide Partner with one user CRM and marketing automation for the sole purpose of marketing Soffront CRM to Partner's contacts.

2.3 Soffront will provide technical support to Partner's customers. Soffront reserves the right to contact Partner's customers for survey, product enhancement, sale of other products and services.

3.0 Terms and Conditions:

3.1 This Agreement shall commence on the Effective Date and continues until cancelled by either party with a written (email is ok) notice or cancelled immediately due to non-payment of monthly fee. Soffront will provide one-time courtesy notice to pay within 7 days.

3.2 Under this agreement partner has no right to distribute Soffront CRM to anyone else other than Partner's own contacts.

4.0 Intellectual Property.

Intellectual properties and confidential information belonging to each party are the sole property of the party and any rights to access, dissemination and/or use granted to the other party may be revoked at any time with or without cause or prior notice.

5.0 Relationship:

Soffront and Partner agree that no joint venture, partnership, employment, or agency relationship exists between them as a result of this Agreement or Partner's use of the Soffront's Software or Services.

6.0 Compliance:

Partner shall comply, with commercially reasonable efforts, that any third parties performing sales or referral activities on its behalf comply, with all applicable foreign and domestic laws, governmental regulations, ordinances, and judicial administrative orders and shall not engage in any deceptive, misleading, illegal or unethical marketing activities, or activities that otherwise may be detrimental to Soffront, its customers, or to the public.

7.0 General:

1. The terms of this Agreement shall inure to the benefit of the lawful successors and assigns of both parties.
2. Should a court of competent jurisdiction find that any provision of this Agreement cannot be enforced as written then the court shall alter such provision to the minimum extent possible while retaining the original intent of the provision so that it becomes enforceable.
3. The agreement to be valid all parties must execute with a date.

Acknowledged and Signed: Soffront Corporation

Soffront: Name, Signature, Title, & Date _____

Partner: Name, Signature, Title, & Date _____