

# Procore Partner Program Program Guide



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# A message from Procore's Founder

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Construction touches all of our lives, every day. From the roads we drive on, to the homes where we raise our children, to the hospitals where we receive care. Supporting this important industry is an incredible purpose we all share.

I started Procore in 2002 after witnessing firsthand the disconnected and complicated nature of construction while building my own home. Since then, I have never stopped working to connect everyone in construction on a global platform.

The needs of the industry we serve are virtually endless and are far too vast for one company to solve. That's why we are so grateful you are part of this community, working alongside us to solve construction's biggest challenges. A thriving Partner ecosystem gives our customers the freedom to choose the best solutions for them and access to the tools they need to build the world around us.

Our vision is to improve the lives of everyone in construction, and that includes partners like you who are building solutions for it. I'm proud that Procore has developed a platform on which our partners can build successful businesses and through which our customers can do their life's best work.

Thank you for coming on this journey with us.

Tooey



Tooey Courtemanche,  
Procore Founder & CEO

# Introduction to the Program Guide

This Program Guide describes the partner program terms and policies that govern participation in the Procore Partner Programs. Procore may amend this guide from time to time at its discretion and the most recent version will be made available to Partners on our website.

All partner requirements and benefits are subject to the most current version of this guide.

The terms of this guide are subject to any Procore Partner Agreement between Procore and the participating partner.

Participation in the partner program is subject to compliance with this Program Guide, the Procore Partner Agreement, and the [Partner Code of Conduct](#). Partners that do not meet and maintain compliance with the relevant program requirements will be subject to a partnership review and possible change in partner program benefits, including loss of status as a Procore Partner, per the Partner Agreement terms.

## Overview of Procore Partner Programs

Procore is an ecosystem of opportunity. As a Procore partner, you have access to the largest network of construction professionals in the industry, co-marketing opportunities, and expert support.

The Procore Partner Ecosystem allows Procore to better serve the construction industry by extending Procore's product, sales, and service offerings. Partnership equates to faster-time-to value and bespoke product and services offerings for our shared customers around the world.

Partners may unlock the value of the Procore Ecosystem through training, business development, and marketing opportunities outlined below.

Together, we can improve the lives of everyone in construction.

## Partner Programs

### Technology Program

Procore's Technology partners supply products, extensions or add-ons that are integrated or used with Procore to help manage construction project management and other business needs. These software vendors and technology integrators help construction teams scale their business through integrated, comprehensive, cloud-optimized solutions built on the Procore platform.

### Services Program

Procore's Services partners have access to self-guided training and are certified to provide implementation, optimization and training services that help our customers meet their business process and technology needs. These organizations extend Procore's services and support capabilities for customers of all sizes around the globe.

### Referral Program

Procore's Referral partners act as advisors to our shared customers and help to create demand by co-selling with Procore or referring prospective customers to Procore. This optional program is well suited for any Procore partner who wants to recommend Procore in exchange for a potential referral commission. Partners participating in the Technology, Service, Reseller and Industry Programs are eligible to participate in the Referral program.

### Reseller Program

Procore's Reseller Partners offer a wide variety of IT products and services tailored to each customer's needs. They have access to both live and self-guided training and are certified to represent Procore in select markets and target certain geographic regions.

### Industry Program

Procore partners with numerous organizations and charitable entities that influence the construction industry outside the construction project workflow. These partners help Procore to promote equity, inclusion, diversity within construction and identify transformational opportunities for our shared audiences.

## Partner Program Benefits

Partners are a critical pillar of Procore's success. We are invested in making our Partners as successful as possible. The benefits outlined below are available to all partners regardless of function. Additional benefits by partner function are outlined in the subsequent sections of this guide.

## General Benefits

### Peer-to-Peer Networking

Procore Partners are a part of the largest network of construction professionals and organizations working to solve the industry's biggest challenges. Procore facilitates regular networking opportunities for all partner types.

### Online learning & certification resources

Partners have access to a variety of enablement and sales content, web-based learning and certification modules via [HighSpot](#).

Partners also have access to end-to-end developer documentation, training videos and technical enablement resources that can be found in our [Developer Portal](#).

Procore makes recommended certification courses available to the entire construction industry in the [Procore Learning Portal](#).

### Account Mapping

Procore Partners have access to Crossbeam, a secure account mapping tool that identifies overlaps between Procore and our Partner's prospects and customers. This allows us to better collaborate to generate new opportunities, advance existing deals, and grow joint customers.

### Access to Procore Community

An extension of Procore's mission - "to connect everyone in construction on a global platform" - Procore Community is a place for Procore customers and partners to learn, collaborate, and share. Procore Community is a global platform for all Procore customers and partners to discuss questions, join groups, and view upcoming events. Partner access is subject to the [terms and rules of engagement](#).

### Support Access

Procore's dedicated Customer Support Team is available to Partners for all Procore Platform related questions and troubleshooting.

API support is available for any API errors or troubleshooting available through the [Developer Portal](#). Additionally, we provide all Technology partners with extensive [Frequently Asked Questions](#), documenting common issues and solutions for the Procore Marketplace.

Questions about the Procore Partner Program should be directed to the Partner Programs & Experience team or your dedicated Partnership Manager.

## Partner Go-to-Market Services

### Procore Brand and Logo Use

Logo lockup templates and guidelines are provided to help Partners build co-branded assets for joint marketing activities and campaigns with Procore. The toolkit includes branding guidelines and logo lockup variations for social, email, booth, and printed graphics. Using logo lockups for co-branding requires Procore approval and can be requested using the [Partner Marketing Request Form](#).

### Joint Press Release

A comprehensive PR [toolkit](#) including guidelines for press releases, blog posts and social media content. Templates and additional collateral may also be provided for releases and partnership announcements. Requests for press releases can be made using the [Partner Marketing Request Form](#)

### Marketing Tools and Campaigns

Partners are provided with pre-packaged marketing assets that can be used to engage prospects and customers and announce participation in the Procore Partner Program. These materials, including Email-In-A-Box assets, a Partner Solution Slick builder, and more are available in [HighSpot](#). Spanish language content is also available [here](#).

### Partner of the Week

Partners have the opportunity to be featured on Procore's social media platforms (Twitter, LinkedIn, Instagram, Facebook) to drive partner solutions awareness. This release allows for increased brand equity for partners and can be tailored for use on a Partner's own blog or website. Submit your Partner of the Week request using the [Partner Marketing Request Form](#)

### Procore Partner Newsletter

All Partners will receive the monthly Procore Partner Newsletter, with product and partnership updates, including access to upcoming product and API releases.

### Marketing Concierge Appointments

Marketing concierge appointments are currently available on the 2nd and 4th Wednesdays of each month (subject to change at any point). You are welcome to request an appointment by emailing [PartnerGTM@procore.com](mailto:PartnerGTM@procore.com) or by [booking directly](#).

# Technology Partners

Procore's Technology partners supply products, extensions or add-ons that are integrated or used with Procore to help manage construction project management and other business needs. These software vendors and technology integrators help construction teams scale their business through integrated, comprehensive, cloud-optimized solutions built on the Procore platform.

## Partner Program Requirements

Requirements	
Partner Application & Agreements	✓
Annual Program Fee, if applicable	✓
Designated Partnership Manager	✓
Go-to-Market Enablement Materials	✓
Technology Requirements	✓
Good Standing	✓

### Requirements explained

#### Partner Application & Agreements

Partner has completed the [Procore Partner Application](#), agreed to the Developer Terms, and has executed the most recent version of Procore's Partner Agreement, along with all relevant terms.

#### Annual Program Fee

At this time, there is no fee associated with participation in the Procore Technology Partner Program. Procore reserves the right to make changes to this in the future.

#### Partnership Manager

Partner must designate a Partnership Manager to act as the primary point of contact for the Procore relationship. This contact will serve as the liaison between technical, sales, marketing, and support activities between Procore and the Partner's organization.

#### Go-to-Market Enablement Materials

Technology partners must provide end users with adequate training materials and offer baseline technical support services for their applications per the Technology Partner



terms. This ensures that Procore prospects and customers have access to the necessary resources while evaluating, integrating, and/or using the partner solution.

Partner's support resources must be knowledgeable about the Procore integration and capable of supporting customers who may contact them regarding its use or implementation to ensure a seamless end user experience.

At this time, there is no training required of Procore Technology partners. Procore reserves the right to make changes to this in the future. Procore encourages Partners to utilize the available training resources available on the [Procore Developer Portal](#) and in [Highspot](#).

### **Technology Requirements**

Partners are expected to adhere to all technical requirements documented on the [Procore Developer Portal](#). Procore reserves the right to make changes to those requirements at any time.

### **Good Standing**

Partners are expected to uphold the Procore [Partner Code of Conduct](#) and demonstrate positive interactions with Procore's prospects and customers.

## **Additional Technology Partner Benefits**

### **Procore Developer Account & Sandbox Environments**

Developer instances and sandbox environments are provided to Partners for the purpose of building, testing, and demonstrating Procore and any proposed, Partner-built integrations. A developer account can be requested on the [Procore Developer Portal](#).

### **Procore Sales Enablement**

Partner-developed training & overview documentation will be made available to Procore's customer-facing teams. From time to time, Partners may be invited to provide live training of their product or solution to Procore's customer-facing teams.

### **Procore Marketplace Listing**

Partners are eligible for a tile on the [Procore Marketplace](#), subject to review. In order to be listed in our Marketplace partners need to create a Developer Account through our Developers Portal and submit a Marketplace Listing while adhering to our [Marketplace Listing Requirements](#).

All documentation on building and submitting an application can be found on the [Procore Developer Portal](#).

## Referral Compensation

Technology Partners are eligible to earn commission by referring qualified customers. The Procore Sales team is responsible for all aspects and costs of the sales process once an introduction is made. Referral commissions are subject to the current terms found in the Procore Referral Terms.

## Partner Summit

Partner Summit provides an inside look into our partnerships and goals for partnerships annually. This event also provides partners with the opportunity to connect with Procore internal teams and a variety of partners globally. Procore's Partner Summit is by invitation only.

# Services Partners

Procore's Services partners have access to self-paced training and are certified to provide implementation, optimization and training services that help our customers meet their business process and technology needs. These organizations extend Procore's services and support capabilities for customers of all sizes globally.

## Partner Program Requirements

Requirements	
Partner Application & Agreements	✓
Annual Program Fee, if applicable	✓
Designated Partnership Manager	✓
Procore Training and Certification	✓
Customer References	✓
Marketing Activity	✓
Good Standing	✓

## Requirements explained

### Partner Application & Agreements

Partner has completed the [Procore Partner Application](#) and has executed the most recent version of Procore's Partner Agreement, along with all relevant terms.

## **Annual Program Fee**

At this time, there is no fee associated with participation in the Procore Services Partner Program. Procore reserves the right to make changes to this in the future.

## **Partnership Manager**

Partner must designate a Partnership Manager to act as the primary point of contact for the Procore relationship. This contact will serve as the liaison between technical, sales, marketing, and support activities between Procore and the Partner's organization.

## **Training and Certification**

The partner's organization must pass Procore's certification exam, as requested by Procore. A self-paced, modular certification training is available to all partners through our [Learning Portal](#). Once a partner passes the final exam, the Partner is eligible for listing on the [Procore Marketplace](#).

## **Customer References**

As partners we would like to showcase our wins together by sharing their experience with Procore solutions recommended to them by our partnership. Partners are requested to provide at least one customer reference annually.

## **Marketing Activity**

Services Partners are required to complete an initial marketing activity to notify customers of Procore certification (press release, social media, email, blog post, etc). Self-service marketing assets & guides are available to all partners through [HighSpot](#). Marketing activities must be submitted to Procore and approved using the [Partner Marketing Request Form](#).

At least one marketing activity per calendar quarter promoting Procore services are recommended. Self-service marketing resources are available to all partners in [HighSpot](#).

## **Good Standing**

Partners are expected to uphold the Procore [Partner Code of Conduct](#) and demonstrate positive interactions with Procore's prospects and customers.

# **Additional Service Partner Benefits**

## **Procore Marketplace Listing**

Partners are eligible for a tile on the [Procore Marketplace](#), subject to review. In order to be listed in the marketplace, partners must have at least one employee completing the certification exam, provide their company listing information to Procore and a high resolution company logo to be displayed.

### **Access to a Procore Channel Manager**

After enrollment, Services partners will be introduced to a Procore Channel Manager who will act as a guide through onboarding and serve as the liaison between technical, sales, marketing, and support activities between Procore and the Partner's organization.

### **Referral Compensation**

Services Partners are eligible to earn commission by referring qualified customers. The Procore Sales team is responsible for all aspects and costs of the sales process once an introduction is made. Referral commissions are subject to the current terms found in the Procore Referral Terms.

### **Procore Demonstration Account**

A Procore demonstration instance is provided to Partners for the purpose of demonstrating Procore to prospective or current customers. A demonstration account can be requested using the following form [here](#). Partners may also request access to a developer account for building and testing a partner-built integration in the [Procore Developer Portal](#).

### **Onboarding & Ongoing Training**

Self-paced, modular certification training is available to Services partners through our [Learning Portal](#). New and updated training will be provided from time to time. Additional training & certifications are available to all Partners within [HighSpot](#).

### **Partner Summit**

Partner Summit provides an inside look into our partnerships and goals for partnerships annually. This event also provides partners with the opportunity to connect with Procore internal teams and a variety of partners globally. Procore's Partner Summit is by invitation only.

## **Referral Partners**

Procore's Referral partners are construction industry experts with deep customer relationships. These partners act as advisors to our shared customers and help to create demand by co-selling with Procore or referring prospective customers to Procore. This optional program is well suited for any Procore partner who wants to recommend Procore in exchange for a possible referral commission.

# Partner Program Requirements

Requirements	
Partner Application & Agreements	✓
Referral Submission	✓
Good Standing	✓

## Requirements explained

### Partner Application & Agreements

Partner has completed the [Procore Partner Application](#) and has executed the most recent version of Procore’s Partner Agreement, along with all relevant terms.

### Referral Submission

To qualify for a referral commission, Partners must submit all leads through the [Procore Referral Form](#). Procore may request that the Referring Partner make a personal introduction to the Qualified Referral.

### Good Standing

Partners are expected to uphold the Procore [Partner Code of Conduct](#) and demonstrate positive interactions with Procore’s prospects and customers.

## Additional Referral Partner Benefits

### Referral Compensation

Referral Partners are eligible to earn commission by referring qualified customers. The Procore Sales team is responsible for all aspects and costs of the sales process once an introduction is made. Referral commissions are subject to the current terms found in the Procore Referral terms.

### Partner Summit

Partner Summit provides an inside look into our partnerships and goals for partnerships annually. This event also provides partners with the opportunity to connect with Procore internal teams and a variety of partners globally. Procore’s Partner Summit is by invitation only.

# Reseller Partners

Procore's product and services resellers have access to both live and self-guided training and are certified to represent Procore and other construction solutions in select markets and target geographical regions.

## Partner Program Requirements

Requirements	
Partner Application & Agreements	✓
Designated Partnership Manager	✓
Minimum Target Revenue	✓
Procore Training and Certification	✓
Annual Business Plan	✓
Completed Order Form	✓
Monthly Sales Reporting	✓
Customer References	✓
Good Standing	✓

### Requirements explained

#### Partner Application & Agreements

Partner has completed the [Procore Partner Application](#) and has executed the most recent version of Procore's Partner Agreement, along with all relevant terms.

#### Designated Partnership Manager

Partner must have a designated Partnership Manager to act as the point of contact for the relationship. This contact will serve as the liaison between technical, sales, marketing, and support activities between Procore and the Partner's organization.

#### Minimum Target Revenue

Reseller partners are required to deliver a minimum of \$100,000 USD of Annual Recurring Revenue, unless otherwise stated in your Procore agreements. Procore reserves the right to make changes to this in the future.

## **Procore Training & Certification**

At least two individuals, one Sales and one Technical Sales, from each Partner organization must enroll in and complete Procore's required training courses.

Self-paced, modular training and certification is available to all partners through our [Learning Portal](#).

## **Annual Business Plan**

Resellers will develop & submit an annual business plan to Procore for review at the start of each calendar year. This plan will include financial targets, marketing activities and goals for the year.

## **Completed Order Form**

Reseller partners are required to submit a completed Order Form as provided in the Reseller terms. Completed Order Forms should be emailed to [partnerorders@procore.com](mailto:partnerorders@procore.com) for review and execution.

## **Monthly Sales Reports**

Partners are responsible for providing Procore with monthly reports on subscriptions, renewals, marketing activities and quarterly forecasting. A reporting template will be provided by the Procore Channel Manager.

## **Customer References**

As partners we would like to showcase our wins together by sharing their experience with Procore solutions recommended to them by our partnership. Partners are requested to provide one customer reference annually.

## **Good Standing**

Partners are expected to uphold the Procore [Partner Code of Conduct](#) and demonstrate positive interactions with Procore's prospects and customers.

# **Additional Reseller Partner Benefits**

## **Access to a Procore Channel Manager**

Reseller partners will be introduced to a Procore Channel Manager who will act as a guide through onboarding and serve as the liaison between technical, sales, marketing, and support activities between Procore and the Partner's organization.

## **Annual Business Plan**

The Procore Channel Manager will assist partners in developing an annual business plan at the start of each calendar year. This plan will include financial targets, marketing activities and partnership goals for the year.



## **Marketing**

Procore may provide Reseller partners with marketing assistance, including pre-packaged collateral, campaigns, and funding for pre-approved activities. Assistance requires an approved marketing plan. Please work with your Channel Manager to learn more.

## **Partner Summit**

Partner Summit provides an inside look into our partnerships and goals for partnerships annually. This event also provides partners with the opportunity to connect with Procore internal teams and a variety of partners globally. Procore's Partner Summit is by invitation only.

## **Deal Registration**

Reseller partners may register each potential Customer sourced by Reseller with Procore. Procore may approve or reject each registered deal. Approved deals qualify for an additional discount off of Procore list price per Reseller terms. Procore will not actively engage in direct-sales efforts for opportunities with end users where a channel partner has an approved or active deal registered.

### **Deal Registration Eligibility Requirements**

1. Active sales opportunities being pursued directly by Procore at the time of deal registration are not eligible for approval.
2. Customer renewals are not eligible for approval.
3. The deal cannot already be registered by another partner. However, Procore may grant deal registration to multiple partners if required by applicable laws.
4. The deal cannot be subject of a published public procurement process. A deal may be registered prior to the procurement being published provided that the Partner is consistently compliant with all laws and regulations regarding procurement integrity.
5. Before registering a deal, the Partner must demonstrate to Procore reasonable pre-sales activities for the deal. Partners must include a description of such activities when submitting a deal registration. Procore retains sole discretion as to whether Partner activities are sufficient to justify approval.

### **Deal Registration Process:**

1. Deals must be registered using the [Procore Deal Registration Form](#).
2. A Procore representative will respond with an approval or rejection within 5 business days.
3. Once approved, registered deals must be closed prior to the expiration of the Approval Period, which is 90 days from the registration approval. There is a



possibility of a one time extension outlined in the deal registration guidelines below.

### **Deal Registration Guidelines**

- Deal Registration is based upon a “first come, first served” principle. The first partner that brings a qualified sales opportunity that becomes an approved registered deal will be the only partner with whom Procore engages with the end customer. “Engage” can be defined as:
  - Either through on-site or virtual, presentations and or demonstrations.
  - Facilitate visits / meetings with Procore resources (e.g. Account Executives, Sales Engineers, Strategic Product Consultants).
- Approved registered deals must be closed prior to the expiration of the Approval Period, which is 90 days from the registration approval. At Procore’s discretion, Procore may extend the Approval Period if sufficient justification exists and can be requested by reaching out to [partnerprograms@procore.com](mailto:partnerprograms@procore.com) with justification reasons and opportunity details. Please expect a response within 1-2 business days.
- Per the Reseller Terms, approved deals qualify for an additional discount to the Standard Partner Discount.
- Channel pricing to the end customer is set solely by the channel partner.
- Subject to approved deal registration, Procore will not actively engage in direct-sales efforts for opportunities with end users where a channel partner has an approved or active deal registered.

The rules and scenarios outlined above do not take into consideration every scenario that may arise. Situations not defined above will be handled on a case by case basis. Common deal rejection reasons include unsupported regions and active opportunities that are already in the pipeline with Procore directly.

Lack of deal registration does not preclude the partner from bidding on and winning an opportunity. However Procore will only provide the above engagement services to the partner with the approved registration.

## **Program Governance**

Procore will review partner status on a bi-annual basis to ensure partners are meeting requirements outlined above. Partners participating in multiple Procore Partner Programs will be reviewed against the distinct program requirements.

# Resources

All program documentation, onboarding and training content, marketing materials, as well as links to other relevant resources can be found in [HighSpot](#).

For any feedback, questions or concerns, partners are able to reach out to the Partner Programs & Experience team at [partnerprograms@procore.com](mailto:partnerprograms@procore.com). Please expect a response within 1- 2 business days.

For questions and support for API integrations please contact [apisupport@procore.com](mailto:apisupport@procore.com) or file an API support ticket [here](#).