Navigating Resellportal: Storefront (Auto)

The **Storefront (Auto)** feature allows you to set up a fully automated SaaS store under your reseller account. With just a few steps, you can launch a branded storefront where clients can browse, purchase, and subscribe to digital products without you needing to activate them manually.

This is ideal for resellers who want to **sell at scale** or **offer 24/7 self-service access** without building a website or handling each sale directly.


What Is the Storefront?

- A **public-facing online store** hosted on your subdomain or custom domain
- Clients can browse and purchase SaaS products
- Prices are automatically adjusted based on your profit margin
- Products are fulfilled and managed automatically by the platform
- You receive **bi-weekly payouts** for your profits

Step-by-Step Setup

Section 1: Storefront Main Settings

a. Enable the Storefront

- Go to **Storefront Settings** in your dashboard.
- Toggle the **Store Status** to "Enabled" to activate your store.
- You can disable it at any time to make your storefront temporarily inaccessible.
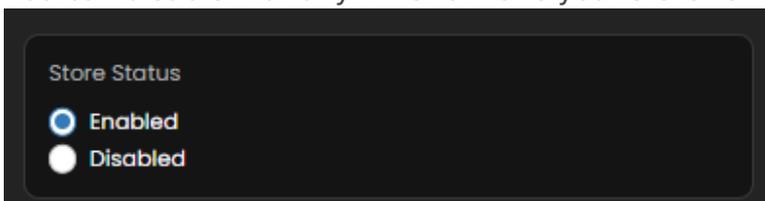
b. Store Access Settings

- Choose how customers will access your storefront:

- Use your **default subdomain** (e.g., yourname.resellportal.store)
- Or connect a **custom domain** you own
- Once you fill in and save your settings, you'll be able to **copy your live storefront URL** from this section.
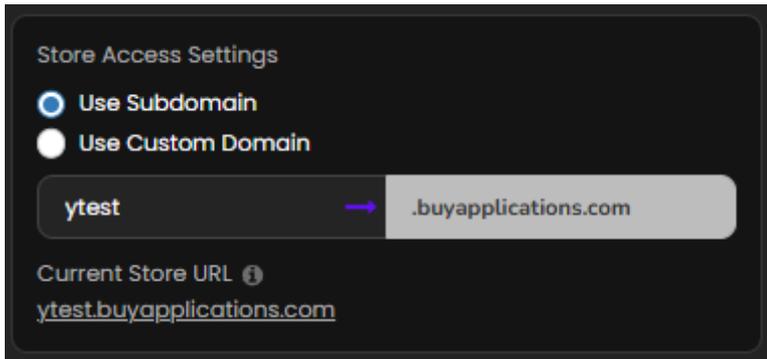
c. Set Your Global Profit Margin

- Choose a **profit margin percentage** (up to 500%) that applies to all products.
- Your profit is added to the platform's base price to form the final sale price.
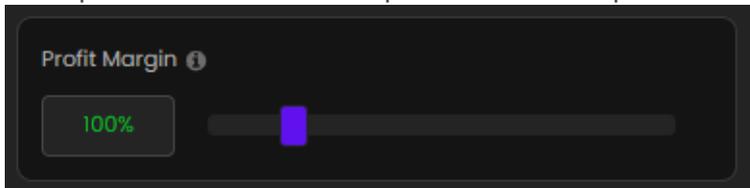
Example:

If the platform price of a product is $10, and you set a 100% margin, the customer pays $20 — you earn $10 on every sale or renewal.

d. Support Email

- Enter a valid **support email address** where clients can contact you for assistance.
- This email appears in the storefront footer and client invoices.
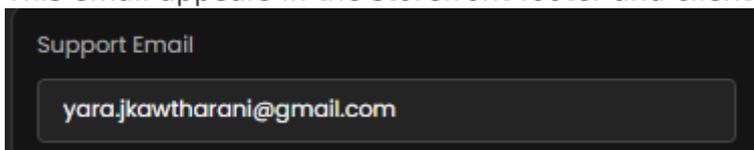

Section 2: Store Appearance

Customize the visual identity of your storefront to reflect your brand:

- **Upload Logo** – Shown in the header and checkout pages
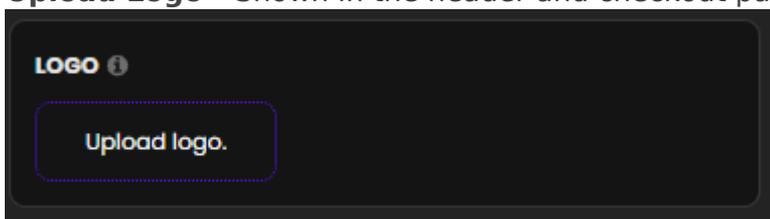
- **Favicon** – Browser tab icon (small icon that appears in the browser tab)
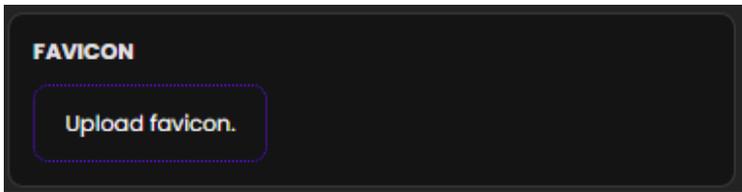
- **Choose Colors:**
  - Primary Color (used for headers, buttons, and footer)
  - Primary Font Color
  - Background Color
  - Support Bubble Color (chat or help bubble)
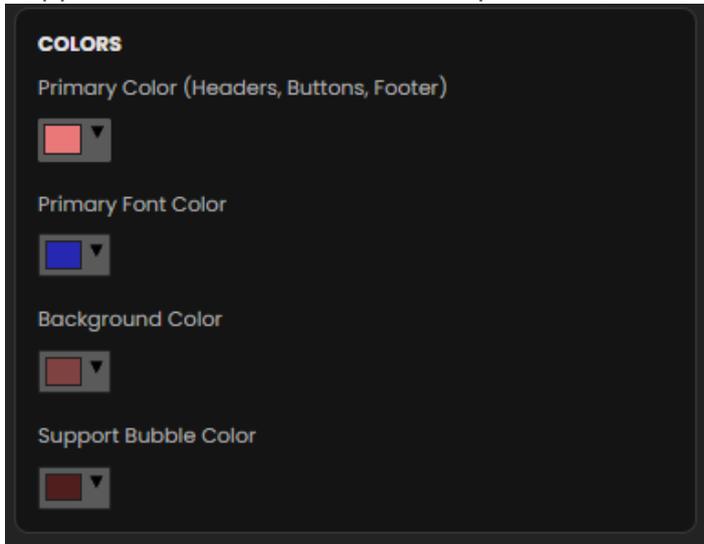
Social Media Links (Footer)

- Add links for:
  - Instagram
 - Facebook
  - YouTube
  - X (formerly Twitter)
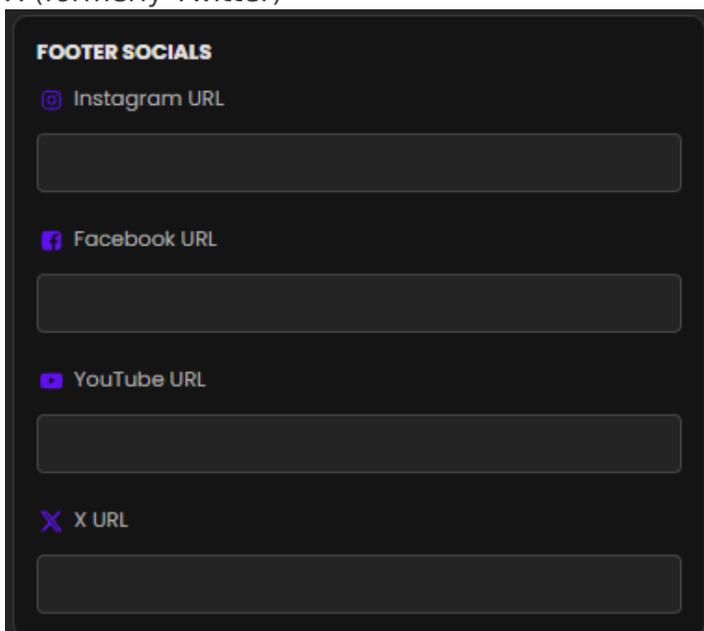
These links appear in the footer for added credibility and branding.

Section 3: Product Selection

Here you decide **which digital products you want to offer** in your storefront.

- Toggle products ON/OFF to include or exclude them from your public store.
- Only activated products will be visible to buyers.
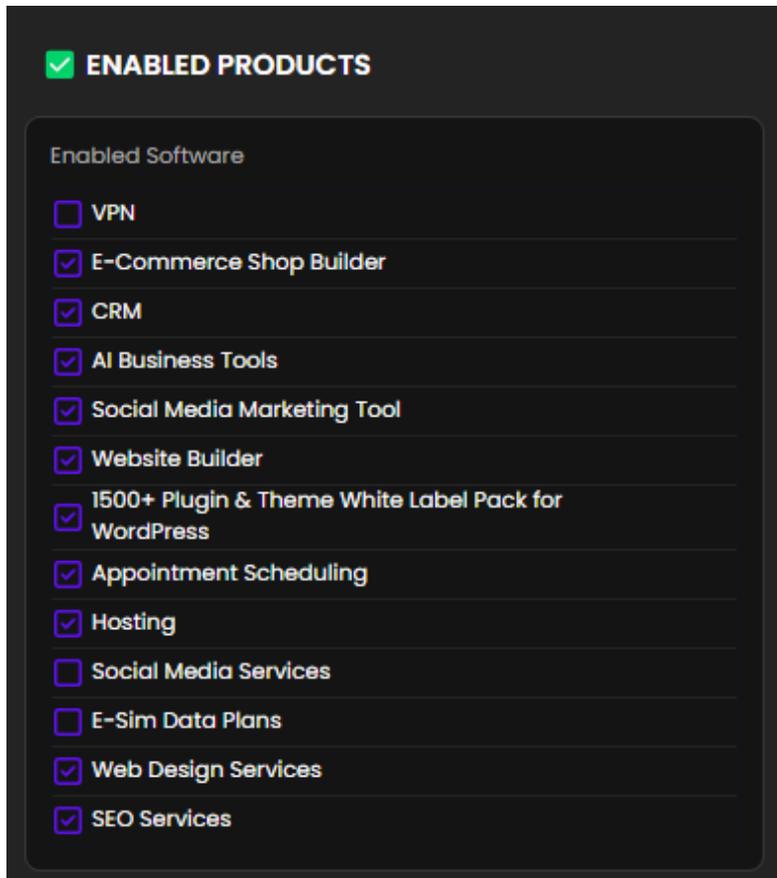
Section 4: Front Page Description

This is where you set the tone of your storefront.

- Write a **custom description** that will appear on your store's homepage.
- Introduce your brand, explain your services, or highlight what makes you unique.
- Use simple, clear language to build trust and convert visitors into buyers.
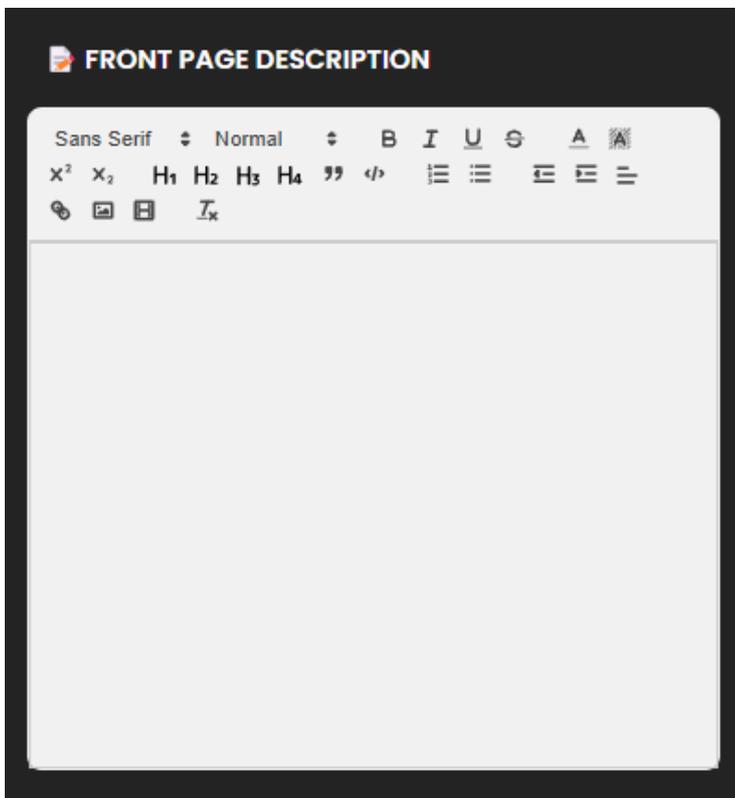
Section 5: Payout Settings

Set up how you get paid:

- Enter your **Venmo username** and/or **PayPal email** address.
- Choose your **preferred payout method** (Venmo or PayPal).

Payout Schedule:

- Profits are disbursed **bi-weekly**, on the **1st and 15th of each month**.
- Your total profit (based on sales margin) will be paid out accordingly.

Final Step: Save All Settings

- Once all sections are completed, click **Save Settings** at the bottom of the page.
- This will apply all your changes and make your storefront live and functional.

Profit Tracking & History

A dedicated section shows your **financial performance**:

- **Profit History**: View earnings for the current 2-week period
- **Payout Logs**: See the last 5 payout records including date, amount, and method
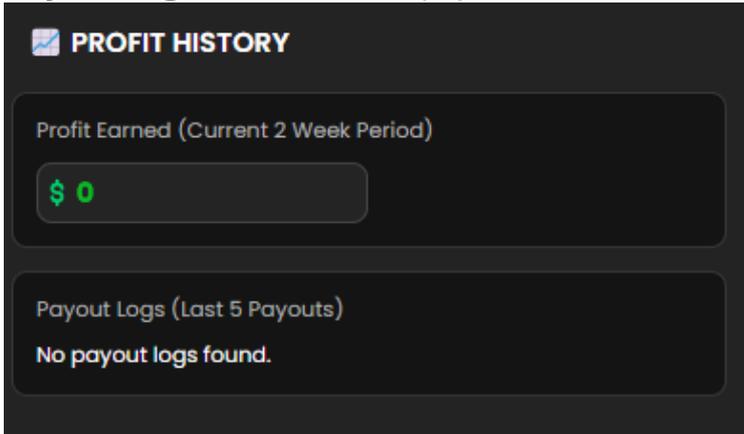
Use this area to track your performance, monitor sales cycles, and reconcile payouts with your payment account.

Summary of Key Benefits for Resellers

Feature	Benefit
Storefront URL	Launch without needing your own website
Profit Margin	Full control over pricing and profit per sale
Branding Options	Customize the appearance to match your business
Product Control	Choose exactly what to sell
Automated Fulfillment	No manual activation needed
Payout Integration	Receive earnings via PayPal or Venmo

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