



— THE —  
**ART OF RESELLING  
HOSTING**



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*Adding managed WordPress hosting to your client packages is one of the easiest ways you can add value to your services without a lot of extra work. Let's get started!*

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# 01 What does it mean to resell web hosting?

When you resell web hosting, you get to act like your own agency is the hosting provider (even though you're secretly working with an actual hosting company). You can do this with just about any type of hosting, but we're going to focus on managed WordPress hosting because it requires the least amount of work for you with the best possible results to your bottom line.

The basic outline of the benefit is that you buy hosting services in bulk at a discounted rate, and then you resell that WordPress hosting to your own clients at whatever price you want. This allows you to bundle up your services in ways that'll give the client everything they need, while also drastically increasing your bottom line.

For example, let's say you're working with a client who wants you to build them a brand new site and help them set up the hosting. Even though the hosting plan may only cost \$25/month, you can resell it for \$50/month and pocket the extra change – how great is that? You know your clients need hosting services for their WordPress sites, so it's a super easy sell.

And that's just the first perk of becoming a web hosting reseller! Let's talk about a few more.

*“You get to act like your own agency is the hosting provider, even though you're secretly working with an actual hosting company!”*



# 02 Why you should be a reseller

Reselling hosting has the obvious perk of adding some sweet recurring revenue to your bank account. Especially once you start to resell hosting to a multitude of clients, you're going to start seeing a large increase in profits.

But on top of increasing your income, reselling hosting offers a bunch of added benefits for your team. When you decide to resell web hosting, you'll want to partner with a hosting provider that you trust. And partnering with a great managed WordPress host allows your agency to easily know the state of each of your clients' sites. Then when one of those clients calls on you to update a page, you'll be well-versed in the standard setup instead of fumbling through a different and unfamiliar hosting panel each time. By having all of your client sites on the same host, your team won't have to waste a bunch of time reacquainting themselves with the site.

The best part of becoming a web hosting reseller, of course, is that it offers you a fuss-free way to earn residual income. Most of your clients, after the initial setup, will need very little work to maintain their account, but that same check keeps coming in, month after month. These add up quickly and can turn into a neat and tidy profit with a short onboarding experience.

A reseller hosting business is incredibly compatible with a bunch of the other services you already offer, such as web design, web development, domain name registration, SEO optimization, or blogging. On top of that, many designers and developers find that becoming a reseller allows them to maintain full control of a client's web presence and management. We've found that a huge variety of people (including database programmers, web copywriters, graphic designers, internet marketing consultants, and web designers) find offering web hosting to their clients to be a super profitable enterprise.

If you're ready to grow your design/development business, reselling hosting is a natural next step. Now let's talk about a few tips to make sure you start selling these services without a hitch!



# 03 How much does it cost to resell web hosting?

Picking a plan with multiple sites can sound a little expensive and scary, and it might seem more appealing to just buy a new single-site plan every time you add a new client to avoid the upfront costs completely. In most cases, however, it's way more cost-effective to go for a plan with multiple sites because of the built-in discounts.

Let's say you have 10 clients who need hosting for a full year. Here's an example using Flywheel's pricing:

## OPTION #1

You could buy them each an annual Starter plan (which would cost you \$300/year), and add a 25% markup on each one, at a cost to your clients of \$375/year per site. Your total cost to host all of them is \$3,000, and they're paying you \$3,750, so your profit is \$750.

|                   |                       |
|-------------------|-----------------------|
| \$375/year/site   | \$3,750/year/10 sites |
| - \$300 cost/year | - \$3,000 cost/year   |
| -----             | -----                 |
| \$75 profit/site  | \$750 profit          |

## OPTION #2

You start with a Freelance plan, which includes 10 sites for \$1,150/year. Even if you just charge your clients the typical cost of a standalone Starter plan (\$300/year), you're looking at getting \$3,000/year from your clients, which already puts you at a profit of \$1,850. Make those margins even better (let's go back to the 25% markup, for example, and charge your clients \$375/year), and you're pocketing a profit of \$2,600, which is a massive improvement over option one. Or, we could go back to our very first example of charging your clients a baseline of \$50/month (\$600/year), which would end up adding a big fat \$4,850 of profit (!!!!!) to your bottom line every single year. Of course, it's completely up to you to set the prices, so the potential for profit here is pretty unlimited!

|                           |                           |                           |
|---------------------------|---------------------------|---------------------------|
| \$3,000 (\$300/year/site) | \$3,750 (\$375/year/site) | \$6,000 (\$600/year/site) |
| - \$1,150 cost/year       | - \$1,150 cost/year       | - \$1,150 cost/year       |
| -----                     | -----                     | -----                     |
| \$1,850 profit            | \$2,600 profit            | \$4,850 profit            |



# 04 How to resell WordPress hosting

Now that your head is spinning with all of the money-earning potential, let's bring you back into the actual implementation! While reselling WordPress hosting is an easy addition to your agency's existing packaging, there are just a few things you'll need to do. The first, obviously, is to partner with a WordPress host that you trust.

## 1. PARTNER WITH THE BEST WORDPRESS HOST FOR YOUR BUSINESS

When you're reselling hosting, you need to work with a host that you trust. One that understands both the reseller and agency model, and will help you achieve your revenue goals. If you're offering SEO services, speed becomes crucial. If you're offering turnkey solutions, better workflows become super important. Or, perhaps you're hosting high-traffic websites and you're looking for a host that you can consult with on how to effectively scale your client sites. Whatever the case is, choosing the right host to partner with will help you optimize your work and provide superior services for your clients.

Take Flywheel, for example. We were built from the ground up to be the best possible hosting and management solution for agencies, designers, and developers. Our easy-to-use dashboard allows agencies to access all of their clients from one location. Our platform comes equipped with blazing fast performance, top-notch security, and nightly backups for every single site. And if anything ever goes awry, our world-class WordPress support team provides help for both you and your clients.

Whoever you partner with, make sure you have an exceptional relationship with them and know they'll be there to support both your agency and your clients.

## Become an exclusive Agency Partner

*Our reseller program comes with sweet swag, free hosting,  
and so much more.*

Boost your bottom line by including Flywheel's incredibly reliable WordPress hosting as a part of your agency's services. Our reseller program makes it a breeze for you to maintain your client's websites without worrying about server management, WordPress updates, or hacking headaches. Apply to become an exclusive Agency Partner and start reselling hosting today!

[APPLY NOW](#)

## 2. SET GOOD MARGINS

The next step in successfully reselling web hosting is to set good margins for what you're selling. If you're going to do it, make it worth your while. If you're paying \$25 per site to your host, don't just charge your clients a measly \$28. Healthy margins will help make reselling a main drive of recurring revenue.

All in all, it's best if you find a way to walk that fine line, setting the perfect price that's profitable to you as well as attractive to your clients. Setting a price too high may force your customers to turn to your competition. Make sure you set a stable, clear price without hidden charges, and explain all the benefits your client will receive by hosting their site with you! (See the cost section above for a little reminder, or the next step for an excellent suggestion on packages and pricing!)

## 3. PACKAGE UP YOUR SERVICES

Some clever clients may see that you're charging \$50/month for hosting and seek out a cheaper price on the web. If you're offering maintenance plans, one option is to just include the hosting services for "free." This avoids the cost of hosting becoming a discussion point and will discourage your clients from looking elsewhere, since the price is attached to multiple services that you're providing.

Depending on your hosting partner, you may be able to take credit for a lot of the features your host offers. For example, because Flywheel is a managed WordPress host, we provide you with a ton of features that you can advertise on your client packages as a way to showcase the value they're getting for their money. For example, you can tell your clients that "you" will:

- **Migrate their site for free**
- **Provide top-notch WordPress security and malware protection (with free malware cleanup off the bat!)**
- **Add an SSL certificate to their site**
- **Provide them with blazing fast load times**
- **Back up their site every night**
- **Customize their server for WordPress**

Of course, in this case, we would be handling all of this in the background for you!



## 4. HAVE A SUPPORT PLAN

Remember that your client considers you the host of their site, not the actual hosting provider. If their site is down or they're seeing a "white screen of death," they'll be calling you, at which point the quality of support you receive from your host may mean the difference between reselling hosting earning you money or costing you money.

So as a reseller, your main responsibilities are to offer front-of-the-line support for your clients. This means that you may need to resolve any day-to-day issues as they come up, or potentially answer any 'how-to' questions. They deal with you directly, adding value to your relationship with your client and allowing you to charge them for hosting and management without seeing that they're actually on Flywheel or the host of your choice.

So back to our first point: be sure to find a great partner who understands the agency model and will help you provide stellar support to your clients. While they may call you up for help, it's such a relief to know that the Flywheel team (staffed with WordPress and hosting experts!) is here to respond to any questions that you may have. We'd supply you with all the resources you need and are here to handle any server-related issues that may arise, whether it's cleaning up malware (for free!) or pointing DNS. If you get stuck, just hit the Support Chat button in our app, and we'll help you out!

## 5.) SET UP AN EASY, NO-NONSENSE BILLING PROCESS

If you're looking at adding hosting to your agency's offerings, focus on how to make monthly billing a seamless, simple process. You're probably used to sending the standard invoice to your clients for other services, but invoicing for monthly services like hosting eventually becomes a burden. Look at options for recurring billing that keep you out of the weeds and deposit the monthly payments automatically into your account.

Traditionally, agencies manually invoice clients as needed. If you plan on manually invoicing clients for your monthly services, it's going to be a total headache, so we aren't going to recommend that at all. To accomplish this without spending a ton of time engineering a solution, there are a number of awesome tools out there that do the hard work for you. Our personal favorite is Stripe -- their checkout feature allows you to create simple-to-use buttons that prompt users to enter their credit card information. You can learn more about it here.

We've seen a bunch of different ways to implement a great billing experience for your clients. One great option is to add a hidden page on your website that your clients can use to purchase your services. Once you've sold them on the ongoing services, link them to the page that allows them to purchase quickly and easily. On that page, implement a simple Stripe integration using their checkout feature and start collecting monthly fees!





# White Label



Flywheel's newest feature offers agencies a sleek and modern white label hosting solution, giving you the freedom to resell hosting and bill clients under your own brilliant brand. Set your own prices, create your own recurring revenue stream, and (as always!) leave all the technical details to us.

[LEARN MORE](#)

## OTHER VALUE-ADDED SERVICES YOU CAN BUNDLE WITH RESELLING

WordPress hosting is a super profitable way to add a recurring revenue stream to your business, but why stop there, right!? There are a plenty of other complimentary services that you can upsell to your clients as well, and they pair really well with hosting. Here are two of our favorites:

### DOMAIN NAMES

Domain names are an obvious add-on! We're extremely partial to the fine folks at Hover as a provider, but you can certainly pick and choose your personal favorite. While domains aren't super expensive, they do have to be renewed every year, and they can also be purchased for multiple years at a time.

Because domains are relatively inexpensive, you can also get creative with the way you market your hosting/maintenance plans; for example, you could offer them the first year of the domain for free, or at some kind of "introductory price."

On top of that, many of your larger clients will want to buy up multiple domain names and domain extensions to prevent confusion and protect their brands, so you can give 'em a nice, packaged deal!



## SSL CERTIFICATES

SSL, or Secure Sockets Layer, is a protocol used for secure and encrypted communication between computers. This is especially useful if your client needs to accept sensitive credit card payment details or login information. Recently, however, Google announced that it would include SSL as a ranking factor in its search algorithm, so it's become best practices for every site to have an SSL certificate. Therefore, upselling SSL to your clients is an easy add, and installing one is pretty straightforward once you're used to it. (On Flywheel, you can install an SSL certificate powered by our friends at Let's Encrypt for free, so anything you charge your clients is pure profit!)

If you're looking for any additional recurring revenue channels outside of these two, we've got a far more in-depth guide on that topic [here](#)!

At the end of the day, if you're ready to get a steadier paycheck and provide your client with more long-term solutions, reselling hosting is the perfect solution. It allows you to package and sell our services under your own brand, at your own price, without bearing any of the infrastructure costs.

All that's left to do is get started!



# Resell WordPress hosting with Flywheel

We've created a program designed to help creative resell hosting to their clients (perks included)! Call us at +1 (402) 235-6105 or email [partners@getflywheel.com](mailto:partners@getflywheel.com).

**LEARN MORE ABOUT OUR EXCLUSIVE AGENCY  
PARTNER PROGRAM [HERE](#).**

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# What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

## CONTACT SALES

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