



Grow with the Xero App Store

Become a Xero app partner to join our ecosystem of over two million small business owners and their advisors around the world. Together we will shape the future of small business software.

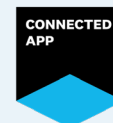
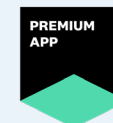


Requirements

To become an app partner, you must:

- ✓ adhere to the Xero App Store terms
- ✓ be listed on the Xero App Store
- ✓ meet technical and security standards as required

Additionally, these are the criteria for each program tier:



	Connected app partner	Premium app partner
Referral share 15% (excluding fees) of new customers acquired via the Xero App Store	< \$10k per month	\$10k + per month
Xero App Store reviews		Minimum 50 reviews 4 star average

Program benefits by tier	Features	Connected	Premium
Grow your reach Create awareness in our community and grow your customer base with us, faster	Xero App Store listing	●	●
	Xero App Store discovery tools	●	●
	Marketing campaign services**	●	●
	Xero event collaboration & sponsorships**	●	●
	Partner marketing toolkit	●	●
	Premium badge for partner use		●
	Assigned partner manager		●
Get informed Access support, resources and unique insights to get ahead	On-demand resources, webinars, guides & tools	●	●
	Developer Centre access	●	●
	Xero App Store analytics	●	●
Build seamless experiences Leverage Xero's tools to build the best integration experience for your customers	Xero App Store plan, pricing and subscription tools	●	●
	Value add API endpoints*	●	●

*subject to availability **investment may be required

Steps to become an app partner



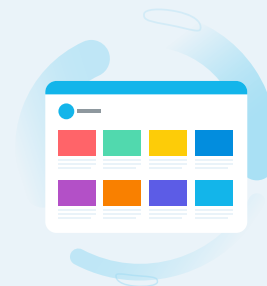
1. Build your app

[Sign up for a free account](#) to build on the Xero platform. Take a look at our [getting started guide](#) and [SDK](#) docs to get your integration up and running smoothly.



2. Get certified

Find at least three customers who love your app, you'll need these to get certified. See our [certification checkpoints](#) and [integration best practices](#) for more details.



3. Publish your app

Work with us to showcase your app on the Xero App Store to reach millions of customers and 100,000+ accountants and bookkeepers.



4. Grow with Xero

Unlock exclusive features when your app has been approved on Xero App Store including tools and resources to accelerate your growth.

No action is required to determine your app partner tier, this will be evaluated on an ongoing basis and automatically adjusted.

Ready to join the Xero App Store?

Talk to your developer evangelist to find out more or if you've built your app and are ready to get started, log in to developer.xero.com and head to My Apps to begin the setup process.

Have more questions?

Contact us at api@xero.com