01

LONDONIST DMC

AGENCIES ACTION PLAN

Commission Structure & Internal Updates

Presented by Partner Relations Team

2025

02

COMMISSION & REWARD STRUCTURE

Every Booking Counts — Turning Partnerships into Profit.

Purpose: Turn agency engagement into a monetization and reward system — combining commissions + performance bonuses to drive loyalty and growth.

Commission Levels

🥈 **Silver: 1–15 students per year → 4%**

🥇 **Gold: 15–30 students per year → 5%**

- 🌟 **Elite Partner: 30+ students per year → 6%**

Reward Milestones (Bonus Scheme)

🎁 **5 Students: £50 Amazon Voucher**

🏅 **10 Students : £100 Amazon Voucher**

- **Note: Rewards for agents in the agencies.**

Partner Portal Bookings: Extra 1% for the bookings that is registered via Partner Portal

Operational Notes

💷 **Deposit Refunds:** All deposits will be refunded within 4 weeks of student check-out.

📅 **Commission Payments:** All commissions will be processed quarterly to ensure consistency and transparency.

03

COMMISSION & REWARD STRUCTURE

Every Booking Counts — Turning Partnerships into Profit.

💡 Key Insights:

- **Performance = Progression: As agencies grow their student base, they automatically unlock higher commission rates and cumulative rewards.**
- **Transparency & Motivation: The tiered model ensures every partner clearly sees their growth path and the tangible benefits of continued engagement.**
- **Fair Growth Incentive: Whether new or long-standing, every agency starts with achievable milestones and grows sustainably through transparent targets.**
- **Partnership, Not Just Payouts: The reward structure is built to encourage consistent collaboration and shared success — not just one-time results.**
- **Data-Driven Retention: Bonus Scheme and commission milestones are tracked quarterly, creating a measurable system for loyalty and performance insights.**
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AGENCY COMMISSION & RECONCILIATION PROCESS

Responsible: Büşra Bakar & Sude Yapıcı

- Keep updated records of all agency commission agreements.
- Cross-check bookings and commission amounts with the Finance team monthly.
- Identify and resolve any discrepancies together.
- Maintain documentation for transparency and audits.
- Ensure all confirmed commissions are processed on time.

AGENCY ONBOARDING PROCESS

Current Focus: Speeding up legal approvals

- Collect agency details and registration forms.
- Send contracts to Legal for review and confirmation.
- Process currently takes time — potential shortcuts are being discussed with Legal.
- Aim: finalise a quicker, standardised onboarding flow.

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THANK YOU