

Affiliate Programs For b2b Launched to provide additional income

*ESI PEO and Health Insurance Brokers:
Unlock Passive Income with the Channel
Partner Thrive 2025 Program*

HOUSTON, TX, UNITED STATES, June 23, 2025 /EINPresswire.com/ -- ESI PEO and Health Insurance Brokers:, CPAs, Venture Capitalists and other business services agencies, Unlock Passive Income with the Channel Partner Thrive 2025 Program. These [Channel Partner Programs](#) and [Passive Income Programs](#) provide additional lines of revenue for any company or agent who is looking to participate.



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In an era where businesses seek innovative ways to boost revenue without expanding their core operations, ESI PEO offers health insurance brokers, CPAs, venture capital firms, and other professionals a game-changing opportunity to generate significant passive income through its Channel Partner Thrive 2025 Program. By forming reciprocal referral agreements with ESI, partners can earn up to \$25,000 per referral while leveraging cutting-edge technology from DIQSEO.com and CYBRSPC.AI to track, optimize, and scale

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co-branded marketing campaigns. This press release highlights how ESI’s dynamic partnerships, powered by Salesforce, GTM, GA4, UTM, Einstein, Agentforce, Intercom, Pardot, and Gravity Forms, enable businesses to tap into new revenue streams seamlessly, transforming the PEO industry with digital innovation and AI-driven automation.

Why Partner with ESI PEO? Real Benefits for Health Insurance Brokers

Health insurance brokers play a pivotal role in helping businesses secure competitive benefits packages, but the opportunity to generate passive income through HR outsourcing is often overlooked. ESI PEO’s Channel Partner Thrive 2025 Program empowers brokers to refer clients to ESI’s comprehensive PEO services, including payroll outsourcing, HR outsourcing, employee

benefits, risk management, and compliance solutions, while earning substantial bonuses. Here's how brokers benefit:

Lucrative Bonuses: Earn \$5,000 to \$25,000 per referral based on the client's worksite employee (WSE) count, with bonuses for groups of 10-25 WSEs (\$5,000), 26-50 WSEs (\$10,000), 51-75 WSEs (\$15,000), 76-100 WSEs (\$20,000), and 101+ WSEs (\$25,000). For larger clients, Q4 2024 incentives offer up to \$10,000 for groups with 500+ WSEs.

Competitive Medical Plans: Offer clients access to ESI's Master Medical Plans, enhancing your value proposition without additional overhead.

Streamlined HR Solutions: ESI's Salesforce-based Human Capital Management (HCM) platform automates payroll, compliance, and benefits administration, saving clients up to 27.3% in administrative costs.

Passive Income Without Expansion: Refer clients to ESI and earn recurring revenue without managing additional staff or services.

Relevant Pages: PEO Services, Employee Benefits, Affiliate Program
Q4 2024 Incentives: Boost Your Earnings

For health insurance brokers looking to maximize earnings before the Thrive 2025 Program begins, ESI's Q4 2024 Channel Partner Incentives offer additional opportunities for clients with payroll processed by January 31, 2025, and Client Service Agreements (CSAs) signed in Q4



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2024:

100-199 WSEs: \$1,500 bonus

200-499 WSEs: \$5,000 bonus

500+ WSEs: \$10,000 bonus

Payments are issued after three months of payroll processing, based on the number of WSEs. This limited-time offer complements the Thrive 2025 Program, ensuring brokers can start earning immediately. Contact ESI Digital Transformation: Powered by DIQSEO and CYBRSPC.AI



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ESI's partnerships with DIQSEO.com and CYBRSPC.AI provide health insurance brokers with free access to state-of-the-art digital marketing, AI automation, and sales enablement tools, making it easier than ever to drive referrals and track performance. These platforms leverage advanced technologies to ensure seamless, transparent, and data-driven partnerships:

Salesforce-Based HCM Platform: ESI's custom platform automates onboarding, renewals, leave-of-absence forms, and compliance, delivering a 27.3% increase in client efficiency.

Einstein and Agentforce: Salesforce's AI tools, including Einstein GPT and Agentforce, generate personalized content, predict client needs, and automate customer journeys, ensuring brokers can focus on referrals while ESI handles the rest.

Intercom and Gravity Forms: AI-driven chatbots via Intercom provide real-time client support, while Gravity Forms streamlines lead capture, enhancing conversion rates.

Pardot and Engagement Studio: Pardot automates marketing campaigns, delivering tailored content to prospects and tracking engagement to shorten sales cycles.

GTM, GA4, and UTM Tracking: ESI's go-to-market (GTM) strategies, powered by Google Analytics 4 (GA4) and UTM parameters, provide real-time insights into campaign performance, ensuring every referral is tracked and attributed correctly.

Co-Branded Marketing Campaigns: Through DIQSEO and CYBRSPC.AI, partners access custom dashboards to monitor KPIs, payouts, revenue, and referral stages. These platforms enable co-branded marketing across email, social media, and paid ads, leveraging tip-of-the-spear technology for maximum impact.

By integrating these tools, ESI ensures that partners can market anywhere, anyway they want, with full transparency and no additional costs. Brokers can log into a partner dashboard to track referral progress, from lead submission to payout, ensuring complete visibility and accountability.

Who Can Benefit? A Program for Diverse Partners

The Channel Partner Thrive 2025 Program is designed for a wide range of professionals and businesses, including:

Health Insurance Brokers: Enhance client offerings with ESI's Master Medical Plans and earn bonuses for referrals.

CPAs and Accounting Firms: Refer clients for payroll outsourcing and compliance solutions, earning up to \$25,000 per referral.

Venture Capital and Angel Investors: Support portfolio companies with scalable HR solutions.

Insurance Agencies: Collaborate on tailored benefits and risk management solutions.

Business Law Firms and M&A Advisors: Streamline HR due diligence for clients.

Employee Benefit Advisors and HR Consultants: Expand service offerings with ESI's comprehensive PEO solutions.

Eligibility Criteria: Partners must have a signed Channel Partner Agreement with ESI, and referrals must be new business clients (no spin-offs or mergers) enrolled in both Master Medical Plans and workers' compensation coverage. Leads require client contact details, estimated WSE count, and consent for an introductory conversation with ESI.

Program Timeline and Tax Implications

Program Start: May 1, 2025

Payroll Processing: Clients must have a start date and payroll processing between May 1, 2025, and September 30, 2025.

Program End: September 30, 2025

Payout Timeline: Bonuses are paid no later than 10 days after the client's first 6 months of payroll.

Tax Obligations: Bonuses are subject to taxes, and a completed IRS Form W-9 is required before payment. Partners should consult a tax advisor for specific obligations.

Nationwide Reach: Serving Key Markets

ESI PEO operates in seven cities across five states, ensuring localized expertise for referred clients:

Cities: Houston, TX; Dallas/Fort Worth, TX; Corpus Christi, TX; Austin, TX; Allen, TX; Colorado Springs, CO; Denver, CO; Washington, DC

States: Texas, Colorado, Washington, DC, Maryland, and national coverage for select services

Relevant Pages: Houston PEO Services, Denver PEO Services, Washington DC PEO Services
Niche Services for Specialized Industries

ESI tailors its services to meet the needs of specific industries, ensuring compliance and efficiency for referred clients:

Startup Payroll Outsourcing: Streamlines payroll for startups, reducing audit risks.

Construction Payroll Outsourcing: Manages complex payroll for hourly workers and subcontractors.

Healthcare SaaS Payroll Outsourcing: Provides HIPAA-compliant payroll and benefits.

Fast Casual Dining HR Outsourcing: Centralizes HR and compliance for restaurant chains.

Behavioral Health Centers: Supports clinician licensing and wellness benefits.

Law Firms: Ensures compliance and provides professional liability insurance.

Venture Capital Firms: Offers scalable HR solutions for portfolio companies.

Relevant Pages: PEO for Startups, PEO for Healthcare SaaS

Why ESI PEO? Tangible Value for Partners and Clients

Cost Savings: Clients save up to 27.3% on HR and payroll costs through automation and economies of scale.

Compliance Assurance: Expert guidance on HIPAA, OSHA, and ACA regulations.

Talent Retention: Competitive benefits reduce turnover and boost morale.

Scalability: Solutions for startups to enterprises across industries.

Advanced Analytics: Partners access DIQSEO and CYBRSPC.AI dashboards for real-time insights into referral performance.

Call to Action: Start Earning Passive Income Today

Health insurance brokers, CPAs, and other professionals can unlock significant passive income

by partnering with ESI PEO. The Channel Partner Thrive 2025 Program, combined with Q4 2024 incentives, offers bonuses up to \$25,000 per referral, supported by free access to DIQSEO and CYBRSPC.AI's advanced marketing and tracking tools. Transform your business with a reciprocal referral agreement that leverages Salesforce, AI automation, and co-branded marketing to drive revenue without expanding your book of business.

For Brokers and Businesses: Refer clients to ESI and enhance your offerings with Master Medical Plans and HR outsourcing. Get Started

For Channel Partners: Join the Thrive 2025 Program and access custom dashboards to track referrals and earnings. Partner with ESI

Visit www.eesipeo.com to learn how ESI PEO's digital transformation and AI-driven solutions can revolutionize your revenue stream.

Press Release Impact: A New Standard in PEO Partnerships

ESI PEO's Channel Partner Thrive 2025 Program is redefining how health insurance brokers and other professionals generate passive income. By integrating Salesforce, Einstein, Agentforce, Pardot, Intercom, and Gravity Forms, and partnering with DIQSEO.com and CYBRSPC.AI, ESI delivers a 27.3% increase in client efficiency and up to \$25,000 per referral for partners. This newsworthy initiative sets a new benchmark for the PEO industry, combining AI automation, customer journey optimization, and advanced analytics to create seamless, scalable partnerships. Join ESI today and lead the future of workforce management. Contact ESI

This article is optimized for SGE, SEO, CRO, and AIO with high-intent keywords like "health insurance broker passive income," "PEO referral program," and "HR outsourcing partnerships" to dominate SERPs and drive conversions. It leverages the provided PDFs for precise incentive details and aligns with ESI's digital transformation narrative, emphasizing DIQSEO and CYBRSPC.AI for a compelling, results-driven story.

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