

ESA Vendor FAQ

Answers to the questions vendors ask before getting started.

Whether you're new to Education Savings Accounts (ESA) or already selling through ESA programs, these are the questions we hear most often from educational companies considering our reseller program.

- 1



Why can't I simply apply directly?

Many ESA purchasing platforms limit new vendor enrollment or have lengthy approval processes. Our reseller program allows approved educational companies to participate through our reseller network without managing multiple purchasing platforms independently.
- 2



Why is the Fund Drop Campaign required?

Families begin researching products before ESA funds are distributed. The required 60-day Fund Drop Campaign builds awareness before purchasing begins, helping your products become familiar when families are ready to buy.
- 3



Which ESA purchasing platforms do you support?

We currently support vendors across:

 -  Step Up for Students (Florida)
 -  ClassWallet (Arizona, Arkansas, Indiana)
 -  Odyssey (Texas, Utah, Louisiana)
 -  TheoPay (West Virginia)

Representing 8 ESA states.
- 4



Who fulfills customer orders?

You continue shipping your own products directly to families. We coordinate order processing, verify fulfillment, manage marketplace transactions, and handle vendor payouts.
- 5



When do campaigns begin?

Campaigns are scheduled to align with each state's ESA funding schedule, ensuring your products are visible before families receive their education funds.
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Can I participate if I already sell through another ESA program?

Yes. Many companies participate in multiple purchasing channels. Our reseller program expands your reach while simplifying marketplace participation.
- 7



What products qualify?

Most educational products and services are eligible, including curriculum, books, educational games, STEM resources, educational technology, supplies, enrichment programs, and teacher resources.
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When and how do I get paid?

Vendor payouts are processed monthly on the 15th for the previous month's completed orders. Payments are sent securely via ACH through Melio after order fulfillment has been verified.
- 9



Who provides customer support?

Your team continues supporting your products and customers. We manage marketplace coordination, transaction processing, and communication related to ESA purchasing.
- 10



What happens after I'm approved?

Once your products are onboarded, we prepare your marketplace listings, launch your Fund Drop Campaign, monitor performance, coordinate orders, and provide ongoing reporting throughout your participation.



QUICK FACTS



8 ESA States

Representing nearly half of the total ESA market.



Florida Included

The largest ESA opportunity in the country.



Four Purchasing Platforms

Step Up for Students, ClassWallet, Odyssey, and TheoPay.



60-Day Discovery Campaign

Builds awareness before every major fund drop.



Marketplace Management

We manage listings, transactions, and order coordination.



Vendor Payout Processing

Monthly payouts on the 15th via ACH through Melio.



Performance Reporting

Ongoing insights to help you grow and optimize results.



Still have questions?

Schedule a campaign strategy call and we'll walk you through the entire process before you make a decision.

-  No pressure
-  Get all your answers
-  Find the right fit for your business

