THE FULL *terms.*

Everything the Co-Op page summarizes, in one place.

Make an introduction. Earn 10% of what it becomes. These are the terms behind pillarcreative.com/coop, written so you can read them in ten minutes and hold PILLAR to them. Nothing here is binding on its own. The Co-Op agreement you sign is what makes it real, and you review it before either side commits.

THE THREE TIERS

TIER	WHO THEY ARE	WHAT THEY EARN	WINDOW
Outside Referrer	Anyone outside the organization you are introducing: a friend, a professional contact, someone in an adjacent field.	10% of collected revenue, paid quarterly, and the PILLAR mug, which cannot be purchased, only earned.	12 months from the agreement date
PILLAR Family	Contractors accepted into PILLAR's network, active or in the waiting pool.	10% of collected revenue, paid quarterly, plus priority staffing on the work you bring in.	24 months from the agreement date
Internal Advocate	Someone inside the organization you are recommending PILLAR to, other than the person who signs.	Career investment: workshops, community access, and priority consideration for contractor roles when they open. No cash, on purpose.	Ongoing professional relationship

Paying someone inside an organization to recommend a specific vendor is a conflict of interest, whatever their role. PILLAR will not put anyone in that position, so the Internal Advocate tier is built on investment instead of cash.

WHAT THE MATH LOOKS LIKE

ENGAGEMENT	OUTSIDE REFERRER, 12-MONTH WINDOW	PILLAR FAMILY, 24-MONTH WINDOW
$10,000 one-time	$1,000	$1,000, plus staffing
$50,000 annual retainer	$5,000	$10,000 if it renews inside the window
$150,000 annual retainer	$15,000	$30,000 if it renews inside the window
$250,000 anchor engagement	$25,000	$50,000 if it renews inside the window

PILLAR Family members who also work on the engagement earn their contractor rate and the commission together.

CONTRACT VALUE	THEIR RATE	YEAR ONE	YEAR TWO	TWO-YEAR TOTAL
$75,000 retainer	$38,000	$45,500	$45,500	$91,000
$150,000 retainer	$72,000	$87,000	$87,000	$174,000
$200,000 retainer	$80,000	$100,000	$100,000	$200,000

Most referrals land between $10,000 and $50,000. The big numbers show what is possible, not what is typical.

EDDIE KAUFHOLZ
Founder and CEO, PILLAR Creative LLC
202-599-8089 · eddie@pillarcreative.com · pillarcreative.com

Register a referral: pillarcreative.com/coop
Questions before you register: pillarcreative.com/talk

HOW A REFERRAL WORKS, *and the rules.*

FIVE STEPS

STEP	ACTION	DEADLINE	WHO ACTS	IF MISSED
1. Register	Submit the referral form at pillarcreative.com/coop.	Any time	You	n/a
1a. PILLAR validates	PILLAR checks the register for an existing contact.	5 business days	PILLAR	n/a
2. Introduce	You connect PILLAR with the contact.	14 days after approval	You	Referral expires
3. Conversation	A substantive meeting or call takes place.	60 days after the introduction	Contact and PILLAR	Referral expires
4. Scoping	A proposal or statement of work is in progress.	90 days after the conversation	PILLAR and contact	Referral expires
5. Signed	The contract is signed.	No deadline once scoping is active	PILLAR and contact	Commission activates

Every step has a deadline, and you are notified at every stage. The full run from registration to active scoping is roughly five to six months.

THE RULES

COMMISSION BASIS

10% of the revenue PILLAR collects for PILLAR services, as scoped in the signed statement of work. Pass-through costs such as ad spend, printing, media buys, and subcontractor reimbursables are excluded: an $80,000 statement of work with $15,000 of ad spend pays commission on $65,000. Change orders and additions beyond the original scope are not commissionable.

COMMISSION WINDOWS

Outside Referrer: 12 months from the agreement date. PILLAR Family: 24 months. Renewals and extensions of the original scope count inside the window. Materially different work needs a new agreement, with PILLAR deciding in good faith.

PERSON-TO-PERSON

A referral names a specific contact and covers the engagement that flows from that contact. It creates no claim on the organization as a whole.

REGISTRATION BEFORE OUTREACH

A referral is registered before PILLAR begins any formal outreach to that contact. If PILLAR is already in conversation with that person, the referral does not qualify.

DUPLICATE REFERRALS

Credit goes to whoever registered first. If both register on the same day, PILLAR resolves it with both parties, and in equal cases the commission is split 50/50.

QUARTERLY PAYOUTS

Calculated quarterly and paid within 30 days of each quarter's close, after PILLAR has invoiced and been paid. You get paid when we get paid, and an unpaid invoice carries no commission.

NO CAP

Every referred engagement is independently profitable, so more referrals always mean more net profit, never less.

ANNUAL REVIEW

Rates and terms are reviewed annually and may change for new Co-Op agreements going forward. Existing agreements and active referrals keep their original terms. Nothing is retroactive.

NO EXCLUSIVITY

Co-Op members keep their own client relationships and their own professional lives.

MUTUAL NON-SOLICITATION

While PILLAR is working with a client you introduced, we protect each other, and when the work is done, we release each other. The signed agreement spells out the specifics, and neither side is locked into anything unreasonable.

NO EQUITY

The Co-Op shares revenue. It confers no ownership, voting rights, or decision-making authority in PILLAR Creative LLC.

TERMINATION

Either side can end the relationship with 30 days' written notice. Commissions on active work keep paying through the end of the window.

EDDIE KAUFHOLZ
Founder and CEO, PILLAR Creative LLC
202-599-8089 · eddie@pillarcreative.com · pillarcreative.com

WHAT COUNTS, *and what people ask.*

WHAT COUNTS AS A REFERRAL

You personally introduced PILLAR to a specific person at a specific organization, that person was not already in conversation with PILLAR, and the introduction led to a signed engagement. The Co-Op rewards warm introductions that produce real conversations. A contact PILLAR is already talking with, a referral of yourself, a client who has already signed, a mention of PILLAR's name without a personal introduction, and a list of names without a connection do not qualify.

DISPUTES

Every referral is tracked in a register from introduction to signed contract, and each quarterly statement shows the revenue collected, the pass-through deductions, the commissionable amount, and the payment. Disputes about attribution or calculation are raised within 30 days of a statement, and in ambiguous cases PILLAR decides in the member's favor. That bias is written into the agreement.

TAX AND PAYMENT

Commissions are paid by check or electronic transfer, with tax forms issued for commission income, so your tax information goes on file before the first payment. You are responsible for the taxes on what you earn, and you do not need a business entity to participate.

BEFORE YOU START

Before any referral is active, you and PILLAR sign a Co-Op agreement covering commission terms, attribution, payment timing, confidentiality, and termination. It is short, and we walk through it together.

QUESTIONS PEOPLE ASK

IS THIS A KICKBACK?

No. A kickback is hidden pay for steering a decision you have authority over. Here, PILLAR's pricing is the same whether a referral was involved or not, the commission comes out of PILLAR's margin, and nothing is hidden. The cash tiers are for people outside the organization. For people inside one, there is no cash, on purpose.

IS THERE A MINIMUM ENGAGEMENT SIZE?

No. A $5,000 engagement earns $500 and a $250,000 engagement earns $25,000. There is no floor, because an introduction is worth making at any size.

WHAT IF I AM NOT SURE PILLAR IS THE RIGHT FIT?

Introduce us anyway. You do not need to qualify anything. PILLAR will have the conversation and work out the fit, and the worst outcome is a good meeting that does not become an engagement.

WHY 12 MONTHS FOR OUTSIDE REFERRERS?

Because a large share for a fixed time pays you more than a small share forever. An ongoing commission would have to drop to two or three percent to work. PILLAR Family gets 24 months because staying in the network helps keep the organization's work with PILLAR.

WHAT STOPS PILLAR FROM CHANGING THE TERMS?

Your signed agreement. Its terms apply to every referral you make while it is active, and changes apply to new agreements only.

WHAT IF IT DOES NOT WORK OUT?

Nothing. No penalty and no awkwardness, and we will appreciate the introduction regardless.

WHERE EVERY COLLECTED DOLLAR GOES

64¢
Contractor labor. The people doing the work get paid first.

16¢
Overhead: the tools, insurance, accounting, and legal that keep everything running.

10¢
Your commission on a referred engagement.

4¢
Taxes and reserves.

6¢
Owner take-home.

On a referred engagement you earn a larger share than the owner keeps after taxes. That is a deliberate choice. The commission comes out of PILLAR's margin, and the organization pays the same rate whether a referral was involved or not.

When you are ready, register the referral at pillarcreative.com/coop. PILLAR validates it within five business days, you make the introduction, and everything after that is on us.

EDDIE KAUFHOLZ
Founder and CEO, PILLAR Creative LLC
202-599-8089 · eddie@pillarcreative.com · pillarcreative.com