

Becoming a Fora Advisor



Your dream job, in travel

Are you the go-to person for travel recommendations?

Earning money by booking travel has never been easier when joining Fora.



Whether it's for your personal or professional network, or maybe just someone completely new, you'll build your travel advisor business by planning and booking trips.



Our mission is to empower anyone with a passion for travel to earn a flexible income planning trips.



For The Love Of Fora

Fora is revitalizing the antiquated travel advisor industry by overhauling pain-points and eliminating barriers to entry.

Plus, by fusing technology and the human touch, Fora is creating win-win-win solution for advisors, suppliers and travelers.



The Fora Advisor experience

Earn \$\$\$ on hotel & travel bookings

Get paid by hotels and other travel partners for your expertise and advice.



Work from wherever

Build your dream career, always on your own terms.



Hook up your clients with hotel perks

From spa credits & free breakfasts to room upgrades,



Join a community of travel pros & insiders

Get support, mentorship & intel from our community.

Fora's Long Standing Industry Relationships

Building relationships take time, that's why Fora's founding team and their 15 years of industry experience has built over 50+ Preferred programs.

As a Fora Advisor, you'll be able to leverage these partnerships to unlock VIP perks and benefits, such as room upgrades, hotel & spa credits and bespoke amenities for your client.

And remember this isn't just with hotels, it also includes cruises, tours, activities, transportation and more.

[Check out our full list of partners here](#)



Certified Training

We've designed a training program to equip you with all the learnings & resources you need to become a Certified Travel Advisor. From sign-up, to your first booking, to your 100th booking, Fora is dedicated to helping you be a successful travel advisor - all on your own terms and your own time.



Office Hours

Open format problem solving led by Fora HQ/advisor leaders that dig into specific issues and real-time questions.

First, Let's Get You Certified

The screenshot shows a training interface with two lesson cards. The first card is titled "Book Your Client" and features a background image of a building facade. It lists "18 lessons • 1 hour 36 minutes" and includes a "6% Complete" progress bar and a "Continue" button. The second card is titled "Brand Yourself" and features a background image of a bakery storefront. It lists "11 lessons • 1 hour 16 minutes" and includes a "0% Complete" progress bar and a "Get started" button.

Lessons

The training library has dozens of recorded lessons from how to book hotels, cruises, tours, etc. to content creation to building your client base.



Labs

Interactive workshops nearly every day of the week hosted by Fora HQ and experienced advisors.

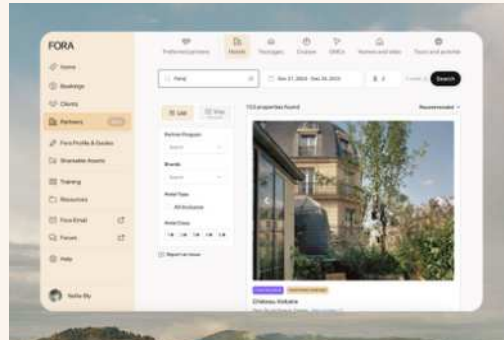
Fora gives you everything you need to succeed

Training with a global community



Fora Advisor certification, mentorship and community

Top-notch advisor platform



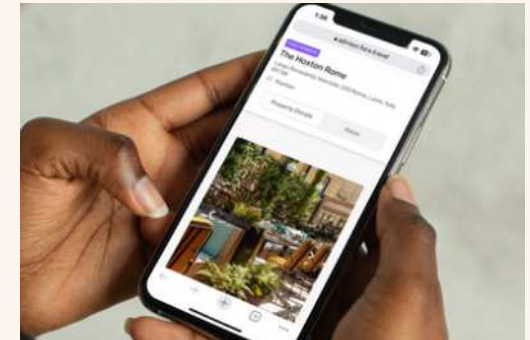
Personal Advisor Portal, with all-in-one tools to manage your travel business

Marketing enablement & tools



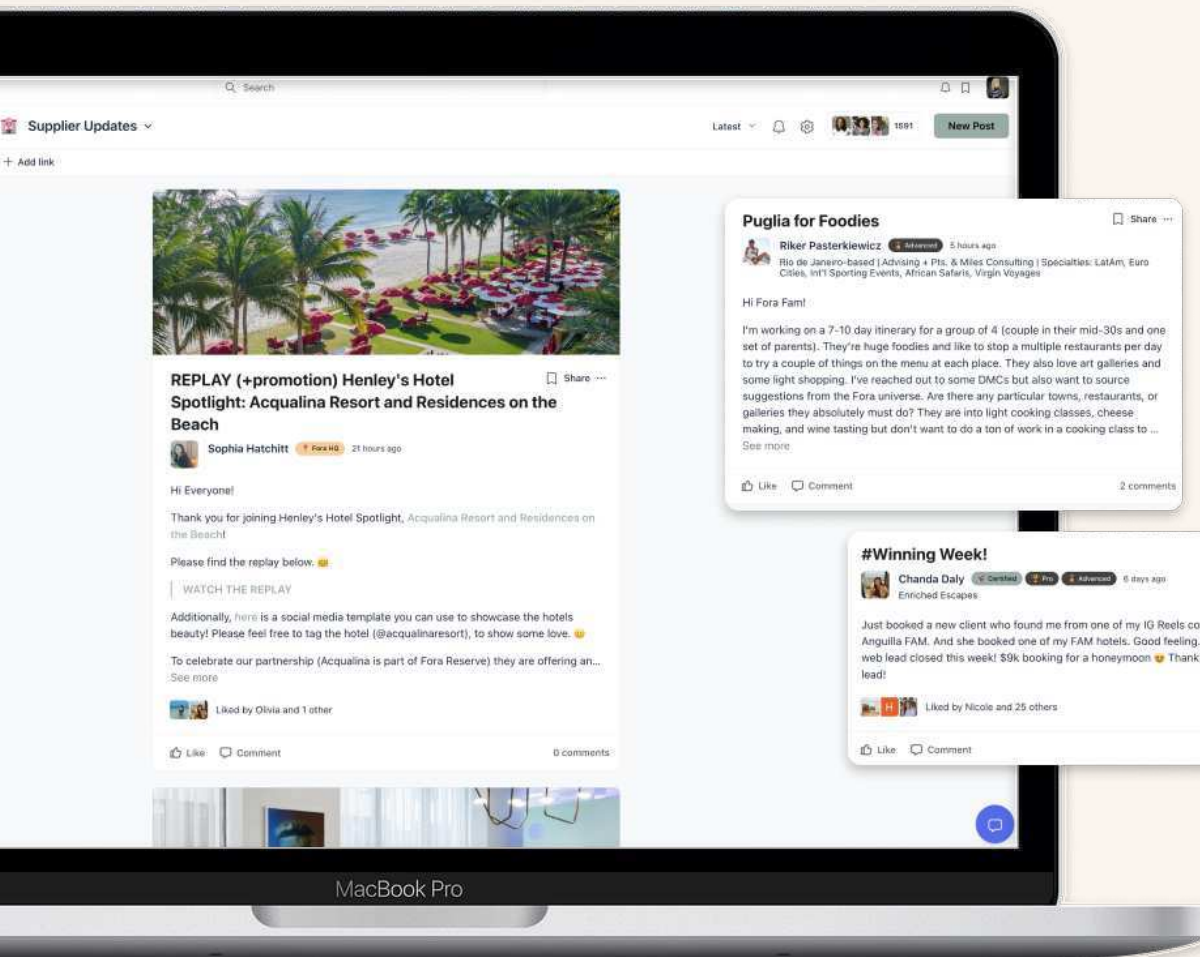
Dedicated profile on the Fora website, customizable templates and marketing tools.

Seamless payments and admin support



70% commission on all bookings and fast commission payments

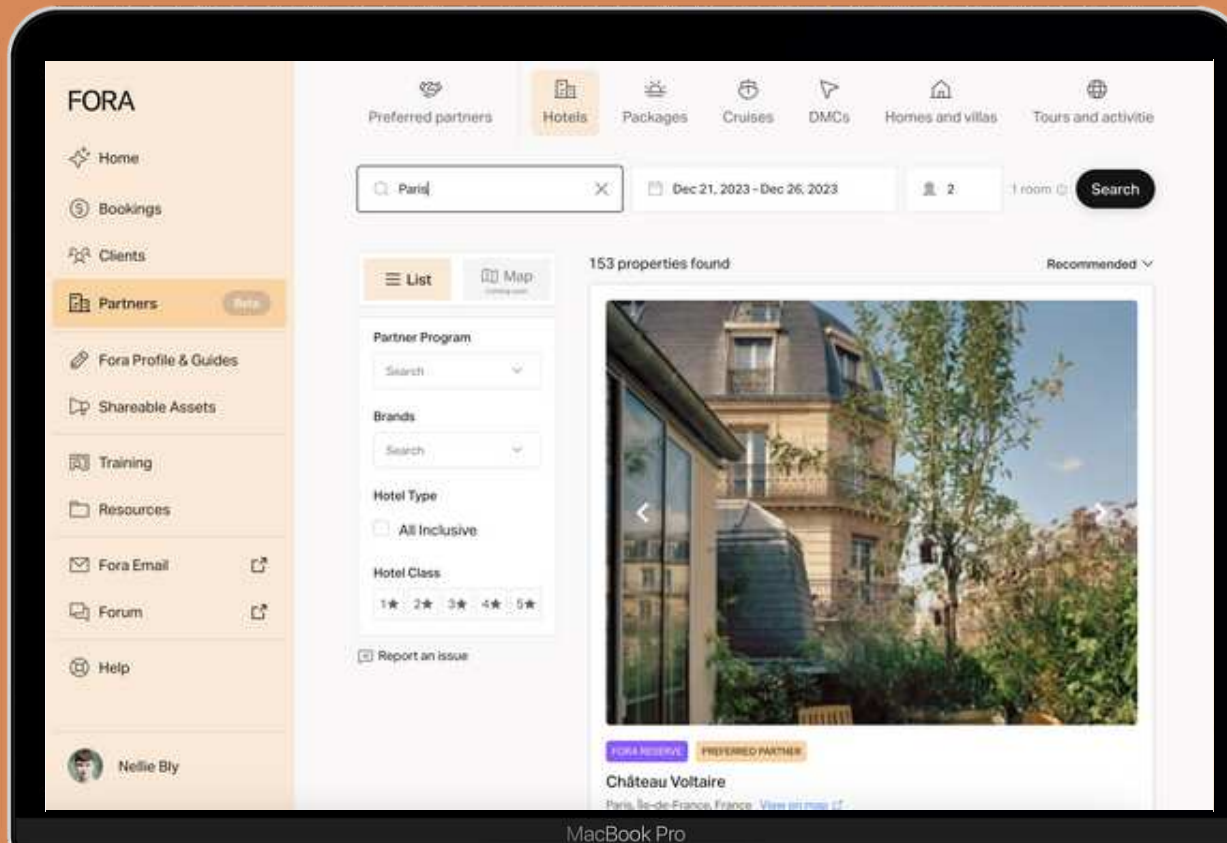
Global Community of Advisors



Through our interactive community app, Forum, our advisors have a global network of travel insiders at their fingertips.

- Easily connect with the Fora HQ team and fellow advisors
- Get the inside scope on all the latest industry trends
- Join weekly webinars with Fora's travel partners
- Access live trip-planning support for any destination

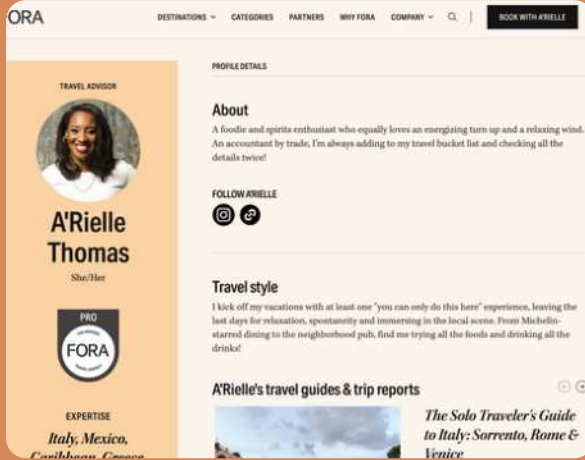
Advisor Portal & Booking Platform



The Advisor Portal allows you to manage your clients preferences and securely store payment information. In addition, this is where you'll track commissions and manage existing bookings.

The Booking Platform allows you to browse, quote and book. Compare over 25k+ hotels in real-time, with clear visibility into Fora's preferred rates & perks at over 4,500 partner hotels.

Marketing Assets & Content Creation



Create your Profile on Fora's website:

Showcase what you're all about, how you like to travel, and where you like to go

The Solo Traveler's Guide to Italy: Sorrento, Rome & Venice



Craft guides, trip reports and customizable content:

Highlight your destination expertise and share your most prized recommendations

Utilize hundreds of relevant, interesting, and beautiful articles crafted by our in-house travel writers



Tools to set you up for success:

Use your Fora email address, full Google Suite, Mailchimp account, and Canva access to run and grow your business

Commission on Every Booking

Hotels, Resorts & All-Inclusives

Average Commission - 10% - 18%



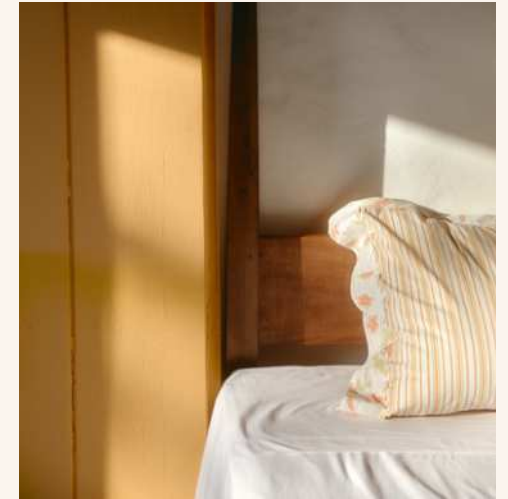
Cruises

Average Commission - 10% - 18%



Serviceable Homes & Villas

Average Commission - 12% - 20%



Car Rentals

Average Commission - 5% - 10%



Travel Insurance

Average Commission - 12% - 27%



DMCs, Tours & Activities

Average Commission - 10% - 20%



Commissions and Payments

1.) The Basics of Booking

Booking has never been easier. In our advisor portal you can browse partner properties, compare nightly rates and discover VIP perks to make the best choice for your client.

At Fora, your clients pay the same nightly price as what is available on the partner booking site.

We'll handle the rest, and make sure you get paid out on time.

2.) Commission Rates

Commission is built in to the price of the booking. However the commission rate varies depending on the booking type and partner.

You'll take home the majority (70%) of each commission and Fora keeps a small portion as your host agency.

3.) Superfast Payments

We take care of all the back-office admin of chasing your commission, & invoicing the travel partner.

You get paid your commission every 2 weeks after your client checks out of their stay.

Launch your business as a travel advisor

Book just \$360/month* in travel, and you'll cover your subscription fees.

*Based on annual pricing.

Everything after that is your profit.

Monthly Plan

Billed every month

\$49 per month

Annual Plan

Billed every 12 months.

\$299 per year

What's included:

- Personalized Advisor Portal with Client CRM
- Booking Portal with ability to book over 30,000+ hotels worldwide
- Access to 4,500+ preferred travel partners + VIP perks and amenities for your clients
- Certified, Advanced and Pro Level Training
- Advisor Profile, itinerary creation and social media templates
- Weekly online Industry and Partner webinars
- Access to Global community of travel pros
- Invoicing and Commission collection handled by Fora HQ
- Start at 70% commission split



Transform your passion for travel
into your dream job.
Become a Fora Advisor today.

Get
started



FAQs

Is Fora a host agency?

Yes. Fora is a host agency for travel advisors (sometimes referred to as independent contractors).

I'm already a travel professional advisor. Can I join Fora?

Absolutely! We are always excited to welcome travel pros into our community. You can feel free to use your existing branding, business name and website. Of note, we require agents to book via Fora exclusively (not with another agency or IATA).

I'm a travel content creator. Can I join Fora?

Yes! Booking travel is a great way for creators to generate another income stream through their travel business. It's important to note that the role of a Fora Advisor is rooted in planning and booking travel, which is different than an affiliate program.

What is Fora's commission split?

Fora Advisors take home the majority (70%) of each commission and Fora keeps a small portion (30%) as the host agency. After >\$300k in commissionable sales bookings the split changes to 80/20.

What are the qualifications to become a Fora Advisor?

Good news – there are no strict qualifications to become a Fora Advisor (such as travel agency experience). Anyone with a passion for travel, a problem-solving attitude and a little spare time can succeed as a Fora Advisor. Solid people skills don't hurt either!

Does Fora have E&O Insurance?

Yes, Fora has E&O Insurance coverage for trips up to \$25k.

Are there booking minimums?

Never. Book as much as you want, on your own terms.

I'm ready! When can I start booking?

Right away! Once you're set up with our IATA number, you can start selling ASAP. No need to wait.

FAQs

Are flights commissionable?

Generally speaking, only business and first class flights will be worth the commission amount for the work required to book the flight. You won't be able to book commissionable air online – you have to book through one of the few companies that have airline contracts. They charge a \$100 per person nonrefundable fee upfront. 25% of this fee will go to the advisor if the ticket is booked.

Booking flights is optional and not required. Typically Fora advisors specialize in on-the-ground experience, accommodation and activities. Many clients choose to book their own airfare.

What types of travel can I book as a Fora Advisor?

Some Fora Advisors focus solely on booking hotels, while others offer full itinerary planning, including airfare and on-the-ground experiences (like tours) . In addition to hotels, advisors book villas, cruises and yacht charters. Advisors do not book Airbnb or VRBO stays, as they are not commissionable.

Why do I have to pay to become an advisor?

We charge advisors a monthly or annual membership fee, which includes the cost of Fora's technology platforms, training, admin and our community app. This fee is a fraction of our own technology costs and what other agencies charge as signup fees (up to \$5,000 for training alone).

Do I need an LLC to join Fora?

As part of joining Fora you will be a 1099 independent contractor. You do not need to have an LLC to sign up with Fora. Should you want to you can onboard with Fora as an LLC as opposed to an individual contractor.

FAQs

I'm deciding between several host agencies.

Why should I work with Fora?

First, we offer a best-in-class experience for advisors: this includes the fastest commission payments in the biz, access to tech tools, support from a global community hub and top-tier industry partnerships. Second, Fora is not your typical travel agency (which you may have gathered by now...); it's modern, inclusive, tech-enabled and well, cool. We're committed to overhauling industry pain points and building better experiences for travelers and partners alike. We're proud to be revitalizing the travel advisor industry – one awesome trip at a time.

Is Fora an MLM?

Nope! We never require advisors to recruit other advisors, and our advisor's earnings come from booking travel. Advisors don't profit off of anyone else's bookings. Fora Advisors are independent contractors and earn commissions on their own, without any contingencies, limits or minimums. And, advisors can cancel their Fora subscription and stop booking at any time. No questions asked.

Can Advisors book travel before completing their training?

Yes! You can start booking from day one! We host daily onboarding calls to ensure that you feel confident using our platform to get going!

Does Fora have a termination policy?

You are able to terminate at any time. Once terminated, the advisor will be responsible for managing outstanding bookings.

Launch your business as a travel advisor

