

FORA

Welcome to the next
generation of travel advisors





We're redefining what it means to be a travel advisor

Fora is a community that empowers.

From the start, we've welcomed advisors who want to build a career in travel, meeting them where they're at with the tools and support they need to turn a passion for travel into a flexible job as an advisor.

A photograph of three people, two men and one woman, standing in front of a large, classical building with columns. The man on the left is wearing a blue button-down shirt and jeans. The woman in the middle is wearing a black blazer over a white top and jeans. The man on the right is wearing a dark blue polo shirt and jeans. They are all smiling. The text "Meet Our Founders" is overlaid on the image, with a play button icon inside the word "Our".

Meet Our Founders

We're empowering travel-passionate people to build the business they want on their own terms.

As long-time travel industry veterans, we saw the world around us evolving and wanted better for ourselves, our fellow advisors, and our travel partners.

Something different. Something modern.

We're bringing a new meaning to the title and a new energy to the category.

We're parents, young professionals, retirees. We're first-time advisors and seasoned industry vets alike.

The Fora Advisor experience



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

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



Hook up your clients with hotel perks

From spa credits & free breakfasts to room upgrades, we've got you.



Work from wherever

Build your dream career, always on your own terms.



We're community-centric to our core

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](#)

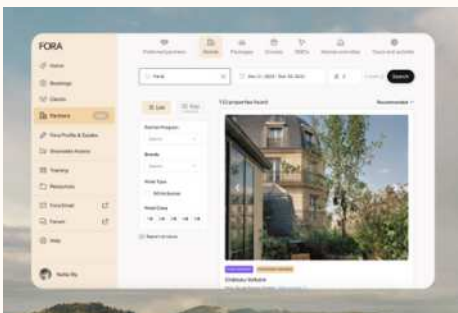


Fora gives you everything you need to succeed



Training with a global community

Fora Advisor certification, mentorship and community



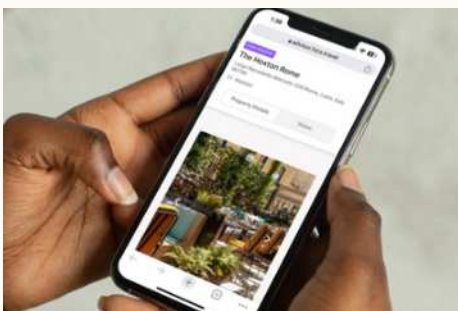
Top-notch advisor platform

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



Client development 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

Certified Training

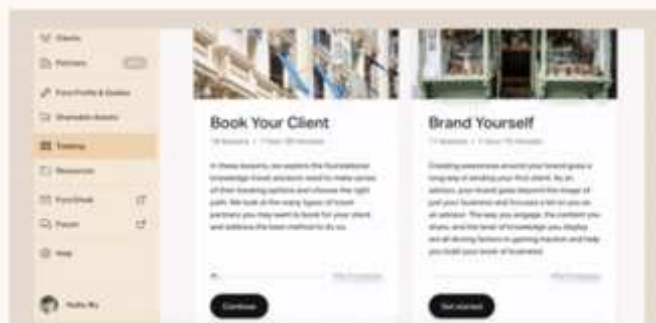
We've designed a training program to equip you with all the learnings & resources you need to become a Certified Travel Advisor.

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.



Hours

Problem solving led by Fora HQ/advisor into specific issues and real-time



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.



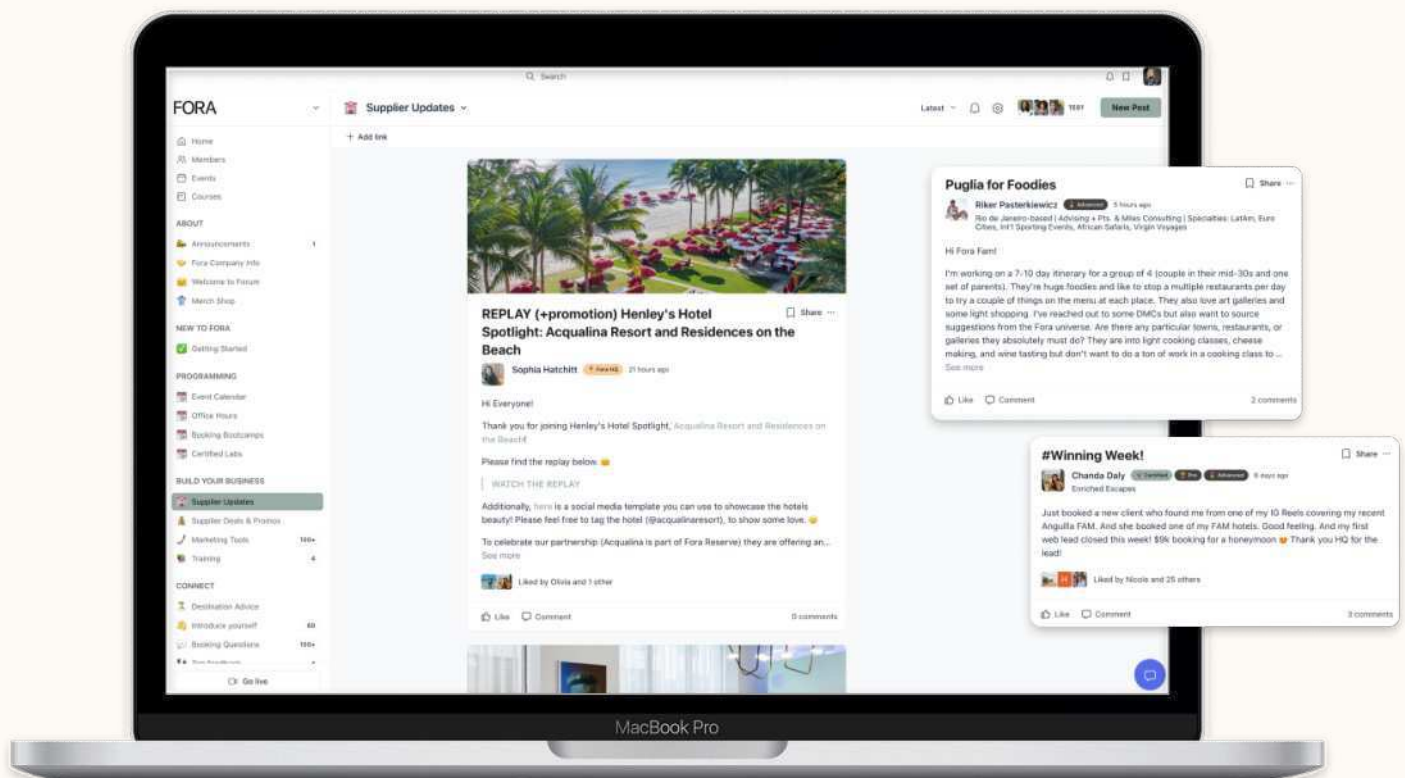
Labs

Interactive workshops nearly every week hosted by Fora HQ and experienced

Global Community of Advisors

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

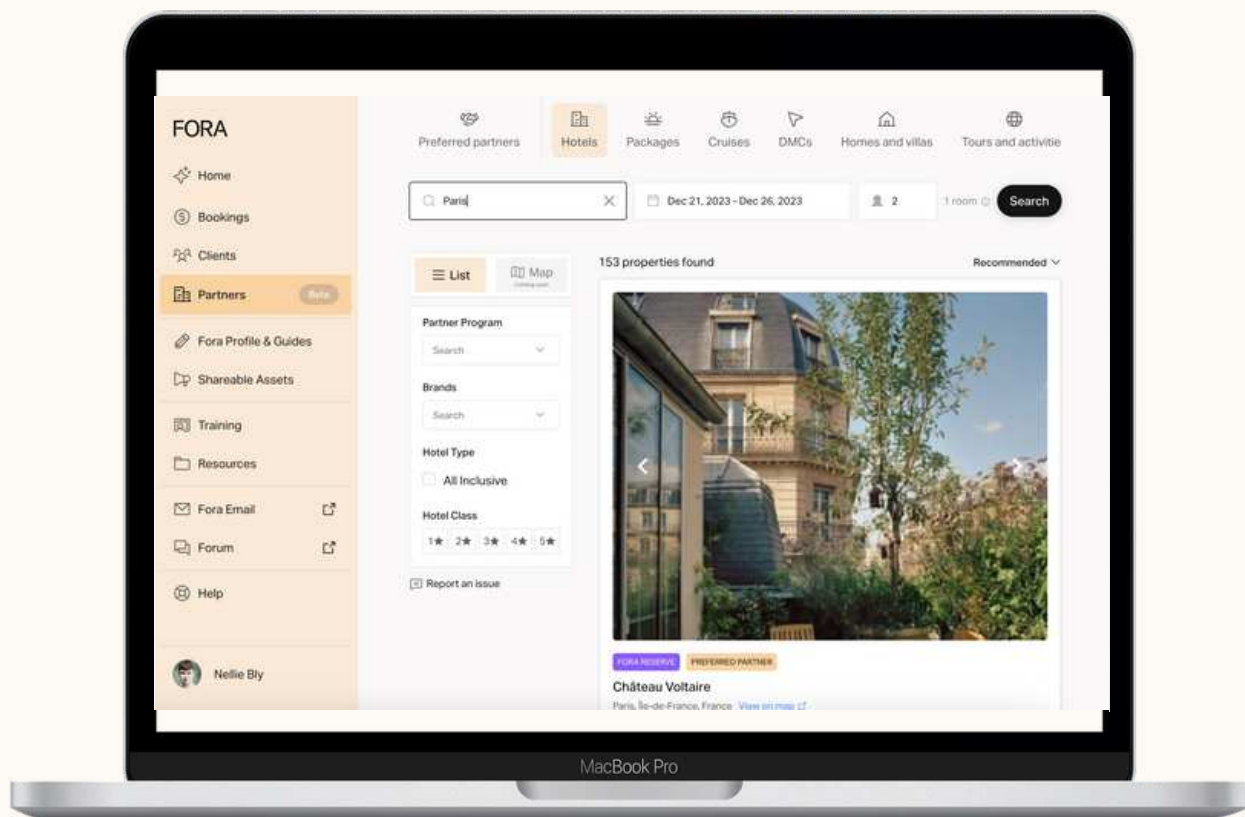
- Easily connect with the Fora HQ team and fellow advisors
- Get the inside scope on all the latest industry trends
- Join weekly webinars with Fora's travel partners
- Access live trip-planning support for any destination
- In-person events and meet ups across our the country + chapter cities (LAX, ALT, ORD, DFW)



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.



All optimized for your computer, tablet or mobile phone.

Client Development & Content Tools



Create your Profile on Fora's website:

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



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% - 20%



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.

Empowering travel-passionate people to build the business they want, on their own terms.

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:

- Waived \$100 Initiation Fee
- 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



Join the next generation
of travel advisors

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 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.

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.

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