siptrunk™

eBook

Playbook for Building a Recurring SIP Trunking Revenue Stream



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Why every technology provider should consider offering SIP trunking

Why should you consider reselling SIP trunks? There are three compelling reasons: sustained demand growth, favorable economics, and accessible entry.

Explosive market growth

The SIP trunking market stands at $85 billion in 2026 and is projected to reach over $181 billion by 2031. [1] Several forces sustain this momentum. Mandatory PSTN shutdowns are pushing businesses off legacy systems, whether they planned to migrate or not. Cloud adoption continues to accelerate, with businesses prioritizing internet-based solutions over legacy infrastructure. Remote and hybrid work models have become permanent fixtures, requiring communication systems that function seamlessly across locations.

Recurring revenue potential

Unlike hardware sales or project-based consulting, SIP trunking generates predictable monthly income. Each customer you acquire continues paying month after month. Customers often remain on communication services for years, meaning a single new customer can deliver ongoing monthly revenue long after the initial sales effort.

Rather than constantly hunting for the next project, you build a growing base of monthly income that compounds as you add accounts. The stability enables better planning, easier financing, and a more valuable business if you ever choose to sell.

Low barrier to entry

Starting a traditional telecommunications company requires millions in infrastructure investment, regulatory licensing, and technical staff. SIP trunk reseller programs eliminate these barriers. You can begin offering services with no up-front capital, no contracts locking you into commitments, and no technical expertise requirements.

You don't have to build your own network or write a single line of switching code to add SIP trunking to your portfolio of offerings. By reselling voice service built on reliable SIP trunking infrastructure, you can focus on sales and customer relationships while a platform provider carries the technical foundation.

[1] Mordor Intelligence, SIP Trunking Market Size & Share Analysis—Growth Trends and Forecast (2026 - 2031)

Understanding the SIP trunking business model

The pathway into the SIP trunking market varies depending on the type of partnership you choose. Many offerings marketed as "reseller programs" are actually wholesale voice arrangements dressed in different language. The distinction matters because it determines your profit margins, relationship with customers, and ability to build a sustainable business. Understanding what separates a true SIP reseller program from a basic wholesale voice offering is the first step toward making an informed decision about where to invest your time and resources.

The telecom industry uses the terms wholesale voice vs reseller programs loosely, which creates confusion when evaluating your options. The difference comes down to who owns the customer relationship and how much control you have over the experience you deliver.

Wholesale voice

Wholesale voice operates on a straightforward model. A carrier sells bulk voice capacity to resellers at discounted per-minute rates. The reseller then marks up those minutes and sells them to end customers. This model works well for call centers and high-volume users who need raw termination capacity, but it presents limitations for businesses that want to build a branded service offering.

In a typical wholesale arrangement, the upstream provider handles the technical infrastructure while you handle sales. However, the customer often knows exactly where the service originates. Your branding is minimal or nonexistent. Billing systems are your responsibility to build or source separately. Support escalations frequently bypass you entirely, going straight to the carrier. The relationship feels transactional because that's precisely what it is.

Wholesale pricing can appear attractive at first glance. Per-minute rates are low, and volume discounts improve margins at scale. Yet the hidden costs emerge quickly. You need to invest in your own billing platform, tax compliance systems, and customer management tools. Without these components, you can't operate efficiently or maintain the service quality your customers expect.

True SIP reseller programs

A genuine SIP reseller program takes a different approach. The provider builds infrastructure specifically designed for channel partners who want to resell SIP trunks under their own brand. Such white-label capabilities mean your customers see your company name, your logo, and your billing. The upstream provider stays relatively invisible.

This model treats the reseller as a true partner rather than a customer buying commodity minutes. Automated provisioning tools let you activate new accounts in minutes rather than days. Integrated billing handles invoicing, payment collection, and tax compliance on your behalf. Dedicated support teams help you resolve issues without exposing the underlying carrier relationship to your end users.

The economics also differ. While wholesale voice focuses on per-minute arbitrage, reseller programs typically offer predictable recurring revenue. You earn commissions for every customer you bring onto the platform, and those commissions continue as long as the customer remains active. Your monthly income grows as your customer base expands.

How much can you earn as a SIP reseller?

When you resell SIP trunks, understanding the financial opportunity requires examining both revenue potential and the factors that influence profitability.

Margin potential for resellers

SIP resellers can achieve healthy profit margins depending on their pricing strategy, customer mix, and the value-added services they provide. White-label programs generally enable higher margins than commission-only referral arrangements because you control pricing and own the customer relationship directly.

White-label offerings can generate roughly twice the gross margin of branded alternatives. In the SIP trunking context, this comparison translates to meaningful income differences between resellers who simply refer customers versus those who build their own branded service offerings.

Revenue projections

Successful resellers typically earn between $5 and $15 in monthly recurring revenue per customer channel. A channel represents one concurrent call capacity, and most business customers need multiple channels based on their call volume.

Consider a practical example: 50 business customers averaging 8 channels each yields 400 total channels. At $10 monthly recurring revenue per channel, that produces $4,000 monthly, or $48,000 annually, from a relatively modest customer base. As you expand to 100 or 200 customers, the math becomes increasingly compelling.

Pricing strategies that protect margins

How you structure pricing impacts your profitability. Two primary approaches dominate the market.

The markup model applies a percentage increase to wholesale rates. This straightforward approach works well for price-sensitive customers and competitive situations. However, it can leave money on the table when customers would pay more for convenience or bundled services.

Value-based pricing packages SIP trunking with additional services, premium features, or enhanced support at rates reflecting the total value delivered rather than underlying costs. Resellers who bundle implementation assistance, training, ongoing optimization, or complementary services often achieve substantially higher effective margins.



Understanding the value of SIP Trunking for your customers

Key customer benefits

The SIP trunking benefits that drive adoption fall into seven categories. Each one matters, but they compound when stacked, which is why SIP has become the default choice for modernizing business voice infrastructure.

Significant cost reduction

SIP eliminates per-line rental fees, long-distance charges in many markets, and most of the hardware overhead that comes with traditional telephony.

Instant scalability

Adding channels takes minutes through a web portal (compared to PRI, which requires a technician visit, a circuit order, and a multi-week wait).

Geographic flexibility

Direct inward dialing (DID) numbers can be issued in markets where a business has no physical presence, supporting local customer experiences without local offices.

Built-in business continuity

Failover routing sends calls to backup numbers, mobile devices, or secondary locations during outages. Some platforms layer dual-network redundancy for additional resilience.

Unified communications integration

SIP trunks feed voice into UCaaS platforms, CRM systems, and contact center software, enabling click-to-dial, automated call logging, and analytics.

Future-proof infrastructure

Copper-based services are being phased out across major markets. SIP positions businesses ahead of those deadlines instead of scrambling to catch up.

Modern security and compliance

Encrypted signaling (TLS) and media (SRTP), combined with carrier fraud monitoring, support HIPAA, PCI, and other compliance frameworks.

For resellers, future-proofing carries particular weight. In the UK, for example, the legacy phone network is scheduled to shut down by January 31, 2027, and similar transitions are underway in other markets. In the US, most major carriers are retiring their POTS lines on a rolling, market-by-market schedule, with a general target to exit most copper operations by the end of 2029. Customers who delay this decision are shrinking the window they have to plan it properly.

Essential features customers look for

Modern businesses expect comprehensive communication solutions that integrate with their existing operations. These requirements should appear in your VoIP business plan as you develop service offerings that meet customer needs while differentiating your business.

Call management features are the foundation of any VoIP service. Auto-attendant systems, call forwarding, voicemail-to-email, and conference calling capabilities represent basic expectations.

Mobile integration has become essential as remote work and flexible schedules become standard. Customers need solutions that enable professional communication from any device or location without compromising call quality or feature availability.

Unified communications distinguish advanced VoIP services from basic calling solutions. Features that combine voice, video, messaging, and collaboration tools provide more value than traditional phone service replacements.

Analytics and reporting capabilities help businesses optimize their communication processes and demonstrate ROI from their VoIP investments. Detailed usage reports, call quality metrics, and productivity insights maximize the value of business services while identifying opportunities for service expansion.

Business continuity features, such as automatic failover, redundant routing, and disaster recovery, provide peace of mind and operational resilience. Solutions that provide primary and secondary connections through separate networks offer compelling value propositions for reliability-focused customers.

The hidden complexity of billing, taxes, and compliance

While reselling SIP trunking is a great revenue strategy, you need to understand that your tax obligations aren't straightforward. Compliance spans federal, state, and municipal levels, and includes costs like the Federal Universal Service Fund and E911 service fees. It's critical to stay informed about your specific tax responsibilities, which can vary widely depending on your location and the services you offer.

Tax collection involves determining the appropriate taxes to charge your customers based on their location and the services provided. For SIP trunking resellers, this typically means:

- **Identifying taxable services and products:** Not all VoIP services are taxable. For instance, some states may tax hosted telecommunication services, while others may not.
- **Understanding state and local tax obligations:** Each state has its own rules regarding sales tax nexus, which is the connection between your business and a tax jurisdiction that establishes a tax obligation.
    - **State-specific taxes:** Some states, like Texas, have specific rules for taxing VoIP services. If your business has a physical presence or significant sales in a state, you may need to register and collect sales tax there.
    - **Local tax variations:** In some states, local jurisdictions (cities, counties) can impose additional sales taxes. For example, in New York, both state and local taxes may apply to VoIP services.
- **Staying on top of compliance requirements:** Tax rates and rules can change quarterly, as seen with the Federal Universal Service Fund rate adjustments.

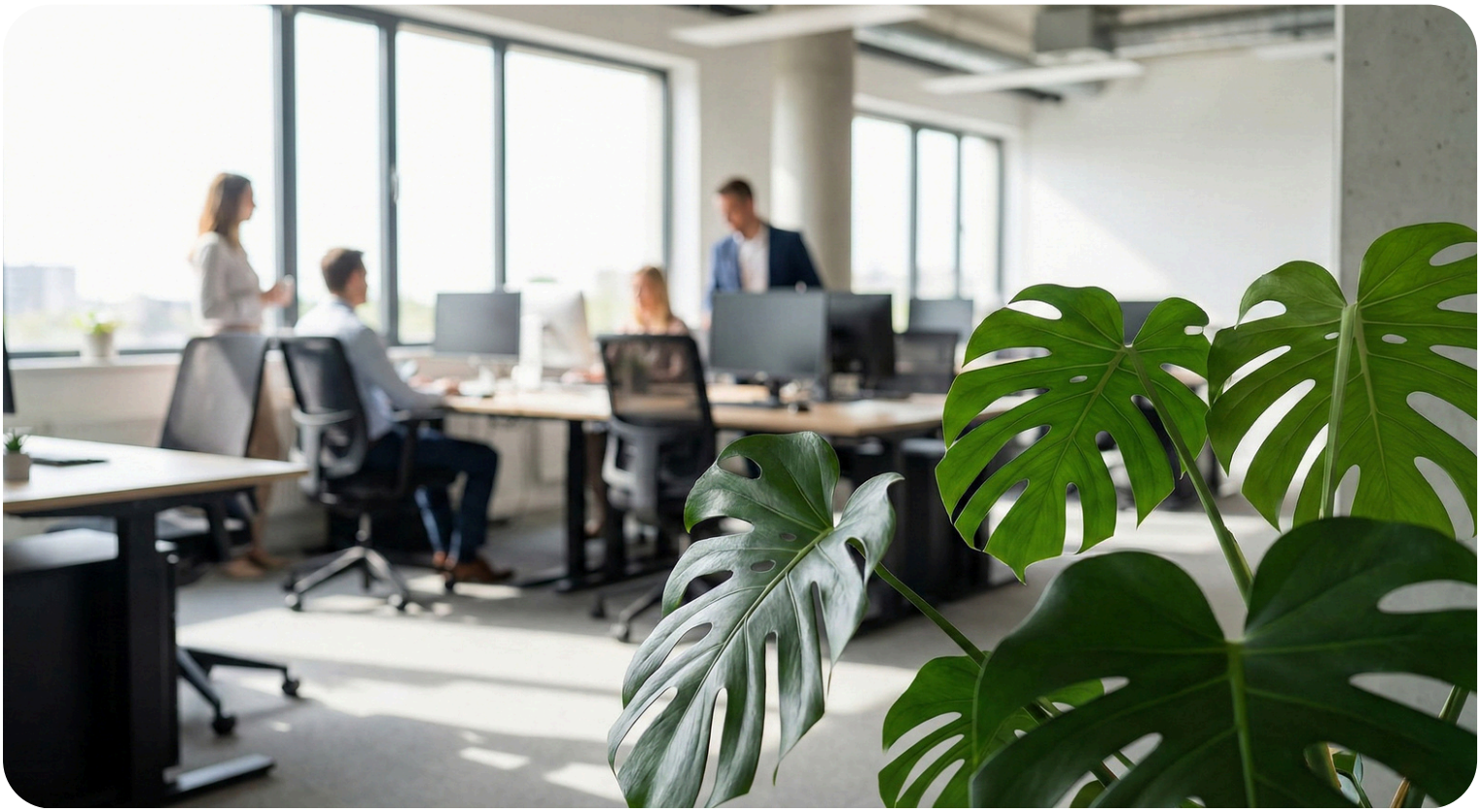
Once you've collected the appropriate taxes, remittance obligations come into play. This means you need to:

- **File and remit taxes to the appropriate tax authorities:** Depending on where your customers are located, you may need to file taxes with multiple state and local tax agencies.
- **Maintain accurate records:** Keeping detailed records of all transactions and taxes collected is essential for compliance and for simplifying the filing process.

Given the complexities of state and local tax laws, tools like Avalara can simplify the process by automatically calculating the correct tax rates for each transaction. This helps ensure you charge the right amount and stay compliant with local tax laws. Seeking advice from tax experts can help ensure compliance and avoid penalties. And, you need to factor in the operational time required each month to parse out the telecom invoices to ensure you are billing your customers accurately.

But there is another option. You can partner with a SIP trunk provider that will take care of the end-customer billing and taxation for you—so you don't need to worry about monthly invoicing or handling all the complex state, federal, and other phone service taxes and fees. Add hands-off billing and taxation as a requirement as you evaluate potential SIP trunking partners.

SIPTRUNK offers a dedicated dealer program featuring automated tax calculation and built-in billing systems, as well as fast customer provisioning and zero up-front contract costs. This means you can spend your time acquiring customers, growing recurring revenue, and delivering exceptional service—not calculating telecom taxes, filing compliance reports, or chasing invoice discrepancies. Get started building a profitable SIP trunking practice without the billing and taxation burden, visit **SIPTRUNK.com/get-started/**.



Choosing the right SIP trunk partner

Here are the SIP trunking reseller features that consistently separate a profitable partnership from a frustrating one. Use it as a baseline checklist when evaluating any provider.

Tier-1 network reliability	Voice quality is the first thing your customers notice and the first thing they complain about. A reseller-focused platform should route traffic through tier-1 carrier networks, with redundant failover and round-the-clock monitoring. Anything less means your brand absorbs the cost of every dropped call.
Private-label branding	You want to be able to promote your SIP trunking business with a website, an account interface, and electronic communications with your logo and brand identity.
Automated provisioning	Manual provisioning is a margin killer. The best VoIP reseller tools let you onboard a new customer in minutes through a self-service control panel, with number assignment, trunk configuration, and routing all handled automatically. Speed of activation is one of the strongest predictors of reseller profitability.
Automated billing and tax compliance	Telecom billing is not standard SaaS billing. It involves usage rating, jurisdictional taxes, regulatory fees, and compliance documentation that change frequently. A reseller-grade platform should automate all of it and remit revenue to your bank account on a predictable schedule, freeing you to focus on growth rather than reconciliation.
Flexible, no-contract terms	Long-term contracts and up-front fees create friction with both you and your customers. Programs that require neither give you the flexibility to scale up or down as your customer base evolves, and they signal a provider confident enough in its platform to earn your business month after month.
Broad platform and device compatibility	Your customers will arrive with existing PBX systems, softphones, and SIP-compatible endpoints. The best programs work with whatever your customers already own. Avoid providers that restrict you to a single ecosystem or proprietary hardware.
Transparent reseller pricing	You should be able to see exactly what you pay, what you charge, and what you keep. Programs that obscure wholesale rates or layer in surprise fees make accurate quoting impossible and create friction during customer renewals. Transparency at the rate level protects your margins.
Comprehensive training and enablement resources	Even experienced telecom professionals need ramp-up time on a new platform. Look for providers offering structured onboarding, documentation, sales collateral, and access to subject-matter experts. A partner that invests in your enablement runs a program that expects you to grow.
Expert technical support	You need a responsive support team that understands SIP trunking at the protocol level, not a tier-one chat agent reading from a script.

Why so many successful SIP resellers choose SIPTRUNK

The SIPTRUNK platform is designed for businesses that want to build a SIP trunking practice and recurring revenue stream selling SIP trunking services, quickly and painlessly. With SIPTRUNK you'll get access to a simple-to-use SIP trunk solution that makes selling and managing your customers a breeze.

SIPTRUNK offers:

Platform compatibility
SIPTRUNK works with all major IP PBX, IP gateways and open-source PBX projects. No matter the manufacturer you represent or the system deployed, SIPTRUNK is compatible.

No contracts
With SIPTRUNK, neither you nor your customers will need to enter into any long-term contracts or make large up-front investments. Everyone pays for what they need, when they need it.

Expert support
Our industry-leading support center provides access to telco veterans ready to help you win opportunities or resolve technical issues. You and your customers are in the best hands.

Hands-off billing and taxes
We take care of end-customer billing and taxation so you don't need to worry about monthly invoicing or handling complex state, federal, and other phone service taxes.

Automated provisioning
SIPTRUNK features fully automated account creation and service provisioning. It takes less than 10 minutes—start to finish—to have SIP service ready for use.

Transparent commissions
Receive transparent monthly reporting and automated commission payouts directly into your bank account. Every invoice has a detailed breakdown of earnings.

Bring your own bandwidth
Unlike many other SIP trunking providers, with SIPTRUNK you and your clients can use any internet provider you choose. This gives you the flexibility to select the best possible internet service offering.

Toll fraud protection
SIPTRUNK systems are constantly monitoring for unauthorized calling and are set-up to kill any suspicious activity immediately, helping to protect from potential fraud.

Widespread DID coverage
SIPTRUNK has a large database of telephone numbers across rate centers in the US and Canada, plus 40 other countries. This means most DID requests get provisioned immediately.

Quick path to revenue
SIPTRUNK makes it easy to get started. You can sign up, complete your agreements, and be ready to sell without ever handling a piece of paper or writing a check. You'll be earning commissions in no time.

To get started building a profitable SIP trunking practice, visit SIPTRUNK.com/get-started/.

About SIPTRUNK

SIPTRUNK was founded by telecommunications experts with over 50 years of combined SIP trunking experience. We've called on this experience to bring you a platform that will propel you toward rapid success.

With SIPTRUNK you don't have to worry about the major up-front expense of purchasing your own softswitch or the monthly costs associated with hiring customer service and technical professionals. SIPTRUNK provides all of this for you. And, unlike other providers, we take care of end-customer billing and taxation for you, so you don't need to worry about monthly invoicing or handling complex state, federal, and other phone service taxes. Learn more at SIPTRUNK.com.