

Referral Program Launch Checklist PDF

ProTradeHQ printable contractor growth resource

Choose the target: happy customers, repeat customers, neighbors near completed work, property managers, or local partners.

Set the rule: only pay rewards on booked and paid jobs unless the economics clearly support lead rewards.

Customer text: If you know a neighbor or friend who needs {{service}}, feel free to send them our number. Referrals help us a lot.

Partner text: If your customers ever ask for {{service}}, we would be grateful for the referral and will take good care of them.

Tracking rule: log referral source, estimate value, booked revenue, reward owed, and follow-up date.