Max Quality Leads

FREE CHEAT SHEET 04 / 07

REFERRAL PROGRAMME IDEAS FOR HOME IMPROVEMENT

Eight referral programmes with suggested £ rewards, plus the rules, timing, scripts and GoHighLevel tracking that make them pay.

INSIDE

- 8 referral programme ideas with £ amounts
- Simple rules that protect your margins
- When to ask, plus copy-ready messages
- How to track referrals in GoHighLevel

Your happiest customers already talk about you. A referral programme simply gives them a reason, a reminder and an easy way to do it. Below are eight programme ideas with suggested £ amounts, plus the rules, scripts and tracking that make them work.

BEFORE YOU START

Set rewards against your own numbers. A simple test: the reward should feel generous to the customer and still be well below what you'd pay to win the same job through ads. Pay out only when the referred job is completed and paid.

01 EIGHT REFERRAL PROGRAMME IDEAS

1. The two-way thank you

- Referrer gets **£50** (cash, bank transfer or voucher)
- Friend gets **£50 off** their first project over £ **[minimum]**
- Simple, fair and easy to explain in one sentence

2. The tiered ladder

- 1st completed referral: **£50**
- 2nd: **£100**
- 3rd and every one after: **£150** or a free upgrade of similar value
- Send a progress text after each one: 'one more to unlock £150'

3. The same-street bonus

- While you're on a job, offer neighbours **£100 off** if they book within 30 days
- Your customer gets **£50** for every neighbour who goes ahead
- Pair it with a polite letter through nearby doors (template below)

4. Give back locally

- For each completed referral, donate **£25–£50** to a local school, club or charity the customer chooses
- Share the total raised on social media every quarter (with permission)
- Good fit for customers who'd feel awkward taking cash

5. Trade partner fees

- Pay complementary trades (electricians, plumbers, plasterers, decorators) **£100–£250** per completed job they send
- Or offer a percentage, e.g. **3–5%** of the job value, capped
- Refer work back to them: it's the strongest incentive of all

6. Estate and letting agent link

- Offer agents **£100** per completed job, or a fixed-price 'pre-sale refresh' package for their vendors
- Landlords with several properties can become repeat customers
- Give them a branded card or link to pass on

7. Service credit wallet

- Each referral adds **£75** to the customer's account
- Credit can be spent on maintenance, add-ons or future projects
- Keeps customers coming back and costs you less than cash

8. Local experience reward

- Thank referrers with a **£50–£75** voucher for a local restaurant, garden centre or spa
- Supports another local business, which may refer back
- Feels personal, and photographs well for social posts

02 RULES THAT KEEP IT SIMPLE

- ☐ Reward paid once the referred job is completed and paid
- ☐ Minimum job value, e.g. £ **[amount]**, so small jobs don't qualify
- ☐ One reward per new household
- ☐ Referrer must be a past or current customer (or named trade partner)
- ☐ Rewards paid within **[14]** days
- ☐ Terms fit on one short page, written in plain English

03 WHEN AND HOW TO ASK

Moment	Why it works	What to do
Handover day	Excitement is highest when the job is finished	Walk-through, then hand over a referral card
Review received	They've just said publicly that they're happy	Thank them and mention the programme
Day 14 after completion	They've lived with the result and shown it off	Automated SMS/WhatsApp with their referral link
Every 6 months	Keeps you front of mind	Short seasonal check-in plus a reminder

REFERRAL MESSAGE (SMS / WHATSAPP)

Hi **[first name]**, it's **[name]** from **[Business Name]**. Hope you're enjoying the new **[project]**! If any friends or neighbours are planning something similar, we'd love to help. They get £ **[amount]** off, and you get £ **[amount]** as a thank you once their job is done. Just send them this link: **[referral link]**

REFERRAL CARD WORDING

Love your new **[project]**? Share it.

Give a friend £ **[amount]** off their **[service]** and get £ **[amount]** when their project is complete.

Your code: **[CODE]** | **[phone]** | **[website]**

NEIGHBOUR LETTER (SAME-STREET BONUS)

Hello neighbour, we're **[Business Name]**, currently working on **[project type]** at number **[house number, with permission]**. Sorry for any noise or vans this week. We're here until **[date]**, so if you've been thinking about a **[service]**, we can pop over for a free quote while we're on the street. Book by **[date]** and get £ **[amount]** off. **[phone]** | **[website]**

04 TRACK IT IN GOHIGHLEVEL

- Add a **'Referred by'** custom field and a **'referral'** tag to every referred contact.
- Give each customer a unique code or link so attribution is never guesswork.
- Create a pipeline view or smart list for referrals: who referred, job value, reward due, reward paid.
- Automate the thank-you: when a referred job moves to 'Won', notify the referrer and queue their reward.

05 PROMOTE THE PROGRAMME

- [ ] Mention it on the handover walk-through
- [ ] Print it on the back of your quote and invoice
- [ ] Add a line to your email signature
- [ ] Pin a post on Facebook and your Google Business Profile
- [ ] Include it in your review-request message
- [ ] Leave cards with trade partners
- [ ] Share a 'thank you' post when a reward is paid (with permission)
- [ ] Remind past customers every spring and autumn

REWARD COST CHECK (FILL IN YOUR OWN NUMBERS)

Your number	Fill in	Question to ask
Average job value	£ **[amount]**	What does a typical referred job bring in?
Gross margin per job	£ **[amount]**	What's left after materials and labour?
Cost to win a job from ads	£ **[amount]**	Ad spend and lead costs divided by jobs won
Total referral reward (both sides)	£ **[amount]**	Is it comfortably below your cost to win a job from ads?

> **AVOID**
> Promising rewards and paying late, complicated terms, and asking for referrals before the job is finished and snagged.

Max Quality Leads

WE SPEAK LESS. WE WORK MORE.

WANT EXCLUSIVE LEADS?

Referrals are brilliant, but they're not predictable. We add a steady flow of exclusive, qualified leads on top, with a custom offer for your business.

EXCLUSIVE

Your leads are yours. Never shared, never resold.

QUALIFIED

Screened before you pick up the phone.

CUSTOM OFFER

Built around your trade, area and margins.

Book a free strategy call

cal.com/utsav-daga/30-minute-strategy-call

Message us on WhatsApp

wa.me/919510371305

HOW WE WORK

- **Free consultation** to map your offer, area and targets.
- **Pay per lead: £3–£4** plus ad spend.
- **Meta ads setup: £400/month.**
- Meta ads, Google ads, GoHighLevel follow-up, WhatsApp/SMS/email and Google Business Profile management.