

Referral Program

Home & Repair Services

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a referral program — incentivising satisfied customers to refer neighbours/friends/society, making referring easy, and rewarding both sides — so word-of-mouth (the cheapest, most trusted acquisition in home services) becomes systematic. Use it to drive referrals. For B2B accounts use the B2B / Society / Corporate Accounts tool.

Purpose of this tool & output

Turn happy customers into your sales force

How the output is used

Use it to turn happy customers into your sales force — a referral program that rewards recommendations affordably.

Important cautions

Word-of-mouth (especially within apartment societies where neighbours talk) is the cheapest, most trusted acquisition; deliver a great job then make referring effortless and rewarded. One happy society customer can bring many.

Companion documents

- Customer Database & Retention System
- AMC Renewal & Recurring Revenue
- Repeat & Loyalty Program
- B2B / Society / Corporate Accounts
- Lapsed-Customer Win-Back
- Membership / Priority Plan

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