Contractor Referral Partners

contractorreferralpartners.com

Free for contractors

The referral partner blueprint

How to get work from the local businesses that already have your customer: who to target, what to say, how to follow up for seven days, and how to keep a partner sending work.

Stop buying an expense. Build an asset.

A lead platform sells you a homeowner's contact details, often alongside other contractors. You pay, you call, and three other quotes are already on the table. Next month you buy again.

A bought lead

Used up after one job

Say you buy 20 leads at $60 and win two jobs. That is $1,200, or $600 a job, and the bill starts again next month. Example numbers. Put your own in.

A referral partner

Still there next month

A builder, a designer or a property manager already has the customer. When that customer needs your trade, the partner gives your name. Nobody charges you for it.

Step 1

Pick the right businesses

The usual mistake is a breakfast club: an early start, a stack of business cards, and a room of people who meet five of your customers a year. Low volume, small jobs, and your morning is gone.

A business is worth your time when all three of these are true. Fail one and it is a contact, not a partner.

Volume

They deal with hundreds of your ideal customers each year.

Timing

Their work comes right before yours, so they have a say in who gets hired.

No overlap

They do not offer your trade.

Siding	Custom home builders, remodelers, roofers who do not install siding, insurance agents
Painting	Interior designers, general contractors and remodelers, custom home builders, property managers
Decking	Landscapers, pool builders, custom home builders, remodelers
Roofing	Insurance agents, real estate agents, home inspectors, property managers
Electrical	Custom home builders, luxury remodelers, solar installers, pool builders, HVAC companies

The list for 17 trades is at contractorreferralpartners.com/contractor-leads.

Step 2 Build the list

Three messages a week will not fill a schedule. Volume takes luck out of it, so list every qualifying business in your metro, not the ten you already know.

1. Search each partner type in your metro on Google Maps.
2. Write down the company and the owner or project manager.
3. Add how to reach that person directly, not the front desk.
4. Keep it in one sheet, with a column for each attempt and reply.

Doing it by hand is slow. A maps export tool pulls the same public listings in minutes. Either way, the list is the asset. Build it once and keep it current.

Step 3 Ask about a project, not a partnership

"Want to partner?" gets ignored. A question about a job on their desk gets an answer. Write it the way you would from the seat of your truck, not like a letter from head office.

Builders, remodelers, property managers

The project question

Hi [first name], this is [your name] with [your company]. We do [your trade] in [your area], mostly [your specialty]. Do you have a project coming up that needs a [your trade] bid? Let me know if I can give you a call.

A builder with a regular sub

The overflow question

Hi [first name], this is [your name] with [your company]. We do [your trade] on a lot of [their kind of job] in [your area]. Do you ever need a second crew when your regular one is booked? Let me know if I can give you a call.

Only when it is true

The gap in your schedule

Hi [first name], [your name] with [your company] here. We do [your trade] and have an opening the week of [date]. Is a project of yours held up waiting on a crew? Let me know if I can give you a call.

Agents and inspectors

The introduction

Hi [first name], this is [your name] with [your company]. We do [your trade] in [your area]. When a client of yours needs [your trade] work, I would like to be a name you can give them. Does anyone need it now? Let me know if I can give you a call.

Change the brackets and nothing else. Keep it short, and keep it true: if you are booked for ten weeks, do not write that you have an opening. An insurance agent or a home inspector has no project to bid on, so they get the introduction, not the project question.

Two kinds of partner, two kinds of work

They hire you	Builders, general contractors, remodelers and property managers have live projects. The partner is your customer.
They pass you a homeowner	Insurance agents, real estate agents and home inspectors have no project. You quote and bill the homeowner.

Step 4 Follow up for seven days

One message is not outreach. If they do not answer, do not take it personally: they are busy running a business. Eleven attempts over seven days, and you stop the moment they answer.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
●●●	●●	●●	●	●	●	●
3 attempts	2 attempts	2 attempts	1 attempt	1 attempt	1 attempt	1 attempt

Day 1	Send the message, then try twice more. Leave a few hours between attempts.
Days 2 and 3	Once early in the day and once late.
Days 4 to 7	Once a day, in the morning. After day 7, leave them alone.

Step 5 When someone replies, phone them at once

A reply is a live job, and it cools by the hour. Ask these, then send the bid fast.

1. What kind of project is it?
2. Where is it?
3. What is the scope, and how big is it?
4. When does it start?
5. How do they want the bid?
6. Who decides?

Step 6 Answer every referral fast

Here is how a partner is lost. A property manager sends you a customer at 10 am. You are on a ladder, so you call back from the truck at 5 pm. By then the customer has booked an estimate with someone else. You lost the job, and your partner looked bad for sending it.

It builds trust

The partner sees their customer was looked after.

It stops the search

A customer who has spoken to you rarely keeps looking.

It wins the job

The first contractor on the phone is the easiest one to hire.

One number	Give every partner one number for referrals, and make sure it is answered.
Same day	Speak to each referred customer the day the referral arrives, and within one business day at the latest.
Three days	Send the bid within three business days of seeing the job.

Rules on contacting businesses differ by channel and by state. Check what applies to you before you send anything in volume, and take anyone who asks off your list for good. Some professions, including home inspectors and insurance and real estate agents, are restricted from accepting referral fees or gifts.

Step 7

Keep the partner after the first job

Most contractors take the referral, do the job, bank the check and go quiet until work runs out. A partner who never hears what happened has little reason to send another. Send these, in plain words.

A referral arrives

Hi [partner], [your name] here. Got your referral for [customer] at [address]. We are calling them today, and I will tell you how it goes. Thank you.

You win the job

Hi [partner], we won the job with [customer]. Thanks for trusting us with it.

The job is scheduled

Hi [partner], [customer]'s job is on our schedule for the week of [date]. I will tell you when it is done.

A referred customer goes quiet

Hi [partner], I have tried [customer] a few times and not heard back. Should I keep trying, or is there a better way to reach them?

You can send work back

Hi [partner], a customer of mine in [city] is asking for a good [partner's trade]. Are you taking new work? Can I give them your number?

A lot of work together

Hi [partner], I added up the jobs we have done together lately. It is a lot. Something small is on its way to your office to say thanks.

The weather or season turns

Hi [partner], the weather turns next week. If any of your jobs are behind and need [your trade], tell me and we will move them up.

A crew comes free, and only then

Hi [partner], we finished a job early and have a crew free on [day]. If [your trade] is holding up one of your projects, I can send them.

90 days of silence

Hi [partner], it has been a while. How is the season going? If a project needs [your trade], I would like to bid it.

The end of the year

Hi [partner], we worked on [number] jobs together this year. Thank you. Here is to more next year.

On the anniversary of your first job together, say thanks for a year of easy handoffs. It takes one line.

Two ways to run this

Do it yourself: it works, and it happens at the kitchen table at 9 pm until the week you get busy. Or hand it to us. We build your list, contact the businesses for you, phone everyone who replies and introduce you. Monthly, with no long-term contract. A partner who sends no referral in 90 days is replaced at no extra charge.

1. Book a call
Nothing to pay.

2. Hold your place
$100, held 14 days. It comes off the setup fee.

3. Setup, 7 days
Starts when the setup fee is paid.

4. Outreach starts
We contact the businesses for you.

contractorreferralpartners.com/book-your-spot

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