

\$10M Referral Engine

How to Get Non-Stop Landscaping Jobs Without Ads

Referrals are the **highest-quality, lowest-cost** leads you'll ever get. If you want to build a landscaping business that grows on autopilot, mastering referrals is **non-negotiable**.

This system will show you how to:

- Get consistent referrals from happy clients
- Build a partner network with other professionals
- Use simple scripts and offers that drive results
- Track and reward referrals with ease

1. Turn Every Customer Into a Referrer

Why it works:

Your past clients already know, like, and trust you. If you give them a reason to talk about your business — they will.

When to Ask:

- After project completion (when they're happiest)
- When they compliment your work
- In follow-up emails or holiday messages

What to Offer:

Make it easy and rewarding:

- **\$100 Cash or Gift Card** for every friend who books
- **10% Off their next project**
- **Free add-on service** (like a garden bed cleanup or fertilizer pack)
- **“Refer 3, Get a Full Lawn Refresh”**

What to Say (Text or Email):

“Hey [Name], thanks again for letting us transform your yard! If you know anyone who needs landscaping, we’d love to help — and we’ll send you a **\$100 referral bonus** for each friend who books. Just have them mention your name!”

2. Create a Referral Card or Link

Make it simple. Use:

- Printed cards with your logo and referral offer
- A custom URL (like: greenscape.com/referral)
- A QR code that opens a form or WhatsApp message

You can even use a simple Google Form to collect referrals.

3. Set Up a Follow-Up System

Once someone refers, make sure to:

- Thank them immediately (text or call)
- Update them when the job is booked
- Send rewards quickly (within 7 days)
- Surprise them with small extras (a coffee voucher, branded gift, or bonus discount)

This builds **long-term loyalty** and keeps the referrals coming.

4. Partner with Strategic Side Industries

These pros work directly with your ideal clients. They can send **high-quality leads regularly** if there's a benefit for them too.

Best Partners:

- Architects
- Real estate agents
- Home builders / General contractors
- Interior designers
- Pool builders
- Fence and patio installers
- Deck companies
- Pest control / Irrigation pros

What to Offer:

- \$100 per successful job
- 5–10% of project value
- Gift cards or business shoutouts
- Co-branded marketing (social media, mailers)

Make sure your offer sounds valuable but easy to activate.

5. How to Approach Industry Partners

Email/DM Template:

Subject: Let's Help Each Other Grow

Hey [Name],

I run a landscaping company here in [City] and noticed you work closely with homeowners too. I'm building a trusted referral network of professionals we can send business to — and also get referrals from.

We offer a **\$100 referral bonus** or a **5% project commission** for any client you send our way who books. It's easy, no paperwork — just an introduction.

Happy to send you more info or hop on a quick call. Let me know!

– [Your Name]
[Phone | Website | Social]

6. Make Referring Easy

Give your referral partners:

- A **flyer or PDF** with your services + referral offer
- **Before/after photos** of past work
- A **referral code or link**
- A **stack of branded cards or magnets**

This helps them pitch your services naturally.

7. Track & Reward Like a Pro

Use tools like:

- **Google Sheets** (basic tracking)
- **Notion/ClickUp CRM** (for organized follow-ups)
- **GoHighLevel or HubSpot** (automated email/SMS updates)

Always pay on time and show appreciation. A reliable, generous reputation = more referrals.

Summary: Build a \$10M Referral Engine

Here's the roadmap to follow:

- Ask happy clients for referrals — make it easy and rewarding
- Set up a referral page and simple form to track them
- Build win-win partnerships with home service pros
- Use real money, perks, or shoutouts to keep them engaged
- Track and follow up professionally — this is your hidden goldmine

Don't want to set all this up yourself?

We help landscapers build high-converting referral engines that bring in 30–50 leads per month .

Reach out to us — we'll build and manage it for you.