

Dear <name>,

Thank you for providing ABC Company the opportunity to earn your business! We're confident that you will be satisfied with your new <kitchen, bath, etc.> for years to come and we hope that you will consider ABC Company for any future home construction or remodeling projects. If, for any reason, you encounter a problem with any of the work that we have done or materials that we have used, please contact me at your earliest convenience so that we can address the issue to your satisfaction.

Thanks to satisfied customers like you, ABC Company has experienced significant growth over the past 28 years. In fact, over 50% of our new customers are the result of referrals from past satisfied customers. In the coming weeks and months, you'll probably have numerous neighbors, friends and family over to your house to see your new remodel. If you have the experience that most of our other customers have had, your guests will rave about the enhancements you've made and possibly express an interest in having some form of remodeling or construction work done to their home. Chances are, many of them may be hesitant to take the next step because of the confusion that they may have about the investment, design, process, value, time, etc... This is where we need your help.

**By Taking Just Five Minutes To Write Down The Names, Addresses
And Phone Numbers of Those Neighbors, Friends, and Family
That May Be Considering Remodeling...You'll Receive A FREE
"Dinner For Two" Gift Card For Outback Steakhouse.**

"This Is How It Works"

1. **Simply write down 3 or more names, addresses and phone numbers** of those people that have seen and been impressed with your newly remodeled home, or anyone who has mentioned an interest in remodeling. Then fax or mail the attached "Customer Referral Questionnaire" back for your FREE "Dinner For Two" gift card.
2. **A No Obligation "Remodeling Informational Pack"** will be sent to these people to educate them on what to look for when planning a remodel and how to go about selecting the right contractor to work with on their project. If they're interested, we'll offer a "no pressure" **FREE In-Home Consultation** that will show them how to plan, design, and get started on their own custom remodel.
3. **"Not Interested...No Problem"** We'll promptly remove anyone not interested in our "Satisfied Customer Referral Program" without any further communication.
4. **Finally...we'll give YOU \$100 for each new ABC Company referral client that engages with us to do their remodel or construction project.** Or if you'd prefer, we'd be happy to donate your reward to your favorite charity. This means that, for example, if you refer 10 people and they all end up purchasing a remodel from us (even if it's 5 years from now!), you or your designated charitable organization will receive a total of \$1,000 cash as our token of appreciation.

**In Addition... We'll Also Give Any Of Your Referral Clients
A \$150 Off Coupon To Put Towards Low Voltage Lighting
Or For Sink / Faucet Upgrades On Their Custom Remodel.**

That's it. Your friends, neighbors, and family will love you for it, and we'd certainly love to reward you for being a great customer of ours and for helping them get their new kitchen, bath, or custom home remodel of their dreams.

Thank you for your support,

Linda Smith
President, ABC Company

Customer Referral Questionnaire

Your Name: _____ Phone Number: _____

Address: _____ City, State: _____ Zip: _____

Names of Neighbors, Friends and Family.

When we contact your family and friends we will use your name as a reference
so they know how we got their contact information

Neighbors, Family and Friends

Address & Phone Number

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

Please...fax or mail the completed questionnaire to: **ABC Company**

Mail To: 100 Orchard City Drive
Campbell, CA 95008

Fax: (408) 555-1212
Phone: (408) 555-1212

Yes! I have completed the entire questionnaire and have included the names of people who may be interested in information on having their home remodeled.

"Please rush my FREE "Dinner for Two" Gift Card."
A \$50 Value At Any Outback Steakhouse