



Company Profile:

- Number of Employees: ~150
- Number of Locations: 3
- Location: West Valley City, Utah

Pain Points *(before ReferPro)*

- A referral program was not a formal part of their operations.
- There was an occasional inbound referral from customers who were happy but it was ad hoc, infrequent and not trackable.
- They were not proactively asking for referrals from customers or affiliates, not capturing any revenue from these channels.

Goals



Increase total revenue captured through referrals channel



Implement a referral program that's easy to use and trackable



Make referrals a repeatable, measurable lead source

Results *(first 5 months)*

\$967,092

New revenue from referrals
(first 5 months)

78%

Referral-to-job
conversion rate

400+

Referral leads captured
(Top 5 source)



"We are capturing great experiences and comments from customers that we didn't even know they had."

Marc De Schweinitz
CMO



"We're honestly blown away by the results we've seen in just 8 short weeks. The growth, the clarity, and the momentum have been real and measurable."

Carrie Kelsch
CEO

Summary:

By combining the right outreach cadence, analytics, and a focus on employee and affiliate advocacy, A+ Garage Doors turned referrals into a trackable, repeatable growth channel.