



a community of home service experts

Use the Neighborly® referral card

To boost local cross-marketing effectiveness

Face-to-face referrals are one of the most effective ways to generate leads. Equip your technicians and service professionals with the Neighborly referral card so they can easily refer a trusted Neighborly company.

What franchisees say about referrals:

“People call us with many needs. If we can’t help them, we send them to someone who can. Neighborly opens doors to our customers, enabling our family of brands to provide more services that add value. There’s nothing else like it out there.”

– Mike McCalley

“At the local level, our best form of marketing is referring each other. It’s a give and take. A long-term play. Not all efforts will have a result, but we continue to learn and try new things.”

– Paula Smith

At your service!

We’re a proud part of Neighborly®,
a family of home service experts
living under one roof.

Thanks for trusting us with your home repairs.

Insert brand logo

Your pro today was John

You may want to also address these areas of concern:
While cleaning your gutters, I noticed that your window panes needed replacing.

Schedule service with our local Neighborly® home service brands at GetNeighborly.com.
Jane Doe with Glass Doctor at 555-5555

I called her and she is available this Friday to check them out.

Find a local pro, see service history, set home maintenance reminders and get expert advice.
Get started with a free account at GetNeighborly.com
©2016 Dwyer Franchising, LLC. Services vary by location.

Steps to success:

- Order/download the Neighborly services sheet on Ad Depot (keyword: “referral”)
- Keep services sheet handy so you and you staff know what the other brands service
- Reach out and get to know the Neighborly owners in your local market (Find a Neighbor tool)
- Order a supply of Neighborly referral cards on Ad Depot (keyword “referral”)
- Keep referral cards handy in each service vehicle
- Technicians can fill out 1) their name 2) the repair issue found and 3) contact info or additional numbers

Contact your Local Marketing Specialist for more information
To order, login in to AdDepot and enter keyword: referral or find in the Neighborly category