

Cleaning Referral Program Templates

Practical cleaning business template • Customize fields before use

Brand customization: *This TidyOps-branded example shows a finished presentation. Replace the logo, colors, company details, and placeholders with your own brand before use.*

naturally after review requests: once a customer trusts the company enough to recommend it, the business needs a simple, repeatable way to ask for referrals, track them, and thank customers.

This resource should include both referral-request copy and a simple referral-program framework, without assuming the company must offer a financial reward.

Template ID: TPL-MKT-003

Version: 1.0

Updated: September 2026

Provided by TidyOps

1. Simple Referral Request Email

Subject: Know someone who could use a cleaner?

Hi [First Name],

Thank you for choosing [Company Name].

If you know a friend, neighbor, family member, or colleague who could use professional cleaning, we'd appreciate you passing our information along.

They can request an estimate here:

[Referral / Estimate Link]

Thanks for recommending us.

[Sender Name]

[Company Name]

2. Simple Referral Request Text

Hi [First Name], thanks for choosing [Company Name]! If you know someone looking for cleaning service, we'd appreciate the referral. They can request an estimate here: [Referral Link]

3. Recurring Customer Referral Request

Subject: Have a friend who needs cleaning help?

Hi [First Name],

We're grateful to have you as a recurring customer.

If you have a friend, neighbor, or family member looking for reliable cleaning service, we'd be happy to provide them with an estimate.



You can send them this link:

[Referral Link]

Thanks for trusting [Company Name] with your home.

[Sender Name]

4. Referral Request After a Compliment

When a customer independently compliments the service:

Hi [First Name],

Thank you for the kind words about the cleaning. I'll make sure the team hears your feedback.

If you happen to know someone else who could use cleaning help, we'd be grateful if you passed our information along:

[Referral Link]

Thanks again!

[Sender Name]

5. Neighborhood Referral

Subject: Cleaning another home in your neighborhood

Hi [First Name],

Thank you for having [Company Name] clean your home.

We're always happy to help other households in the area. If you have a neighbor who is looking for cleaning service, feel free to share our information:

[Referral Link]

Thank you,

[Company Name]

6. Commercial Customer Referral

Subject: Know another business that needs cleaning service?

Hi [First Name],

Thank you for working with [Company Name].

If you know another business, property manager, facility manager, or organization looking for cleaning service, we'd appreciate an introduction.

They can reach us at:

[Contact Information]

or request a walkthrough here:

[Commercial Referral Link]

Regards,

[Sender Name]

[Company Name]

7. Property Manager Referral



Hi [First Name],

Thanks for continuing to work with [Company Name].

If you manage additional properties—or know another property manager who needs dependable cleaning support—we'd be happy to discuss their needs.

[Referral / Contact Link]

Thank you,

[Sender Name]

8. Realtor Referral

Subject: Cleaning support for your clients

Hi [First Name],

Thank you for working with [Company Name].

If you have buyers, sellers, landlords, or other clients who need move-in, move-out, deep, or recurring cleaning, we'd be happy to help.

You can introduce us directly or send them here:

[Referral Link]

Thanks,

[Sender Name]

9. Vacation Rental Host Referral

Hi [First Name],

Thanks for trusting us with your property.

If you know another host or property manager looking for turnover cleaning, feel free to pass along our information:

[Referral Link]

We'd be happy to learn about their property and see whether we're a good fit.

[Company Name]

Referral Program With a Reward

A cleaning company may choose to offer a referral reward, but it isn't required.

Possible structures include:

Program

Existing Customer

Referred Customer

No Incentive

Thank-you

Standard pricing

Service Credit

\$ credit

Standard pricing



Two-Sided Credit

\$ credit

\$ first-service credit

Fixed Reward

\$ after qualifying referral

Standard pricing

Custom

Define exactly when a referral becomes eligible.

10. Referral Reward Email

Subject: Refer a friend and receive [Reward]

Hi [First Name],

We're grateful when customers recommend [Company Name].

Our current referral program works like this:

You receive: [Reward]

Your referral receives: [Reward, if applicable]

To qualify, the referred customer must:

[Qualification Requirement]

They can get started here:

[Referral Link]

Please ask them to enter your name when requesting service.

Thank you for recommending us!

[Company Name]

11. Referral Reward Text

Hi [First Name], [Company Name] has a referral program. Refer a new qualifying customer and receive [Reward]. Details: [Referral Link]

Referral Program Terms Template

Program Name:

Program Start Date:

Who Can Refer:

Eligible New Customer:

Qualifying Service:

Minimum Purchase, if any:

Referral Reward:

New Customer Offer:

When Reward Is Earned:



When Reward Is Issued:

Reward Expiration:

Maximum Rewards:

Excluded Services / Customers:

Example Qualification Rule

A referral may be considered qualified after the referred customer:

- ☐ Is a new customer
- ☐ Identifies the referring customer
- ☐ Books an eligible service
- ☐ Completes the qualifying service
- ☐ Pays the qualifying invoice

Customize this to the actual program.

Referral Intake Form

Referred Customer:

Phone:

Email:

Service Needed:

Referred By:

Referral Date:

Permission to Contact Confirmed: ☐ Yes ☐ No

Avoid asking existing customers to provide another person's contact information without appropriate permission.

A safer option is often to give the customer a referral link they can share directly.

Referral Tracking

Referral

Date

Referred

By

New

Customer

Status

Service

Value

Reward

Due

Reward

Issued

\$

\$

Referral Status

- ☐ Referred
- ☐ Contacted
- ☐ Estimate Sent
- ☐ Booked
- ☐ Service Completed
- ☐ Qualified
- ☐ Reward Issued
- ☐ Did Not Convert

Referral Metrics

Track:

Referrals Received:

Referral Leads Converted:

Referral Conversion Rate: %

Revenue From Referrals: \$

Rewards Issued: \$

Net Referral Revenue: \$

Average Referral Customer Value: \$

Referral Source Attribution

Don't simply label these customers "Referral."

Record who actually referred them.

This lets the company identify:

Customers who regularly recommend the business

Realtors generating leads

Property-management partners

Employees generating referrals

Commercial customers making introductions

Other referral partners

Thank-You After a Referral

Subject: Thank you for the referral



Hi [First Name],

Thank you for recommending [Company Name] to [Referred Customer / someone you know].

We really appreciate you trusting us enough to recommend our team.

Thanks again,

[Sender Name]

Thank-You Text

Hi [First Name], thank you for referring someone to [Company Name]. We really appreciate the recommendation!

Referral Reward Earned

Subject: Your referral reward is ready

Hi [First Name],

Thank you for referring [Referred Customer] to [Company Name].

Your referral has now qualified for:

[Reward]

[Instructions for using or receiving reward]

Thanks again for recommending us.

[Company Name]

Referral Didn't Qualify

Hi [First Name],

Thank you again for referring [Name].

Under our referral-program terms, a referral qualifies after [Requirement].

This referral has not yet met that requirement, so no reward has been issued at this time.

If you have questions about the program, please contact us at [Contact Information].

Thank you,

[Company Name]

Referral Card

LOVE YOUR CLEANING?

Know someone who could use a little help around the house?

Refer them to [Company Name].

[Referral Benefit, if applicable]

Scan to refer:

[QR CODE]

[Referral URL]

Leave-Behind Referral Card

SHARE A CLEANER YOU TRUST

If a friend, neighbor, or family member needs cleaning service, we'd love an introduction.



[Company Name]

[Phone]

[Website]

Scan for a free estimate

[QR CODE]

Referral Link Landing Page Copy

Referred by a friend?

Welcome to [Company Name].

Tell us what you need cleaned and we'll help you determine the right service.

Referred By:

Your Name:

Service Needed:

Property ZIP Code:

Preferred Contact Method:

[REQUEST AN ESTIMATE]

Partner Referral Tracking

For Realtors, property managers, contractors, organizers, and other business partners:

Partner

Type

Referrals

Won

Customers

Revenue

Conversion

Realtor

\$

%

Property

Manager

\$

%



This can reveal which professional relationships are actually producing business.

Employee Referral Tracking

If employees are allowed to refer prospective customers:

Employee:

Referral:

Qualified: ☐ Yes ☐ No

Reward, if applicable:

Employee referral incentives may have payroll or tax implications depending on the arrangement and jurisdiction.

Recommended Referral Workflow

Successful service

- Customer relationship established
- Referral request
- Customer shares referral link
- New lead created
- Referrer automatically attributed
- Estimate / sales process
- Qualifying event completed
- Reward issued, if applicable
- Thank-you sent

Program Controls

Before launching a referral program, define:

What counts as a new customer?

Can two people claim the same referral?

When is attribution locked?

When does a reward become earned?

Can rewards be combined?

Do credits expire?

What happens after a cancellation or refund?

Clear rules prevent awkward customer disputes later.

Privacy Notice

The cleanest referral workflow is generally to give existing customers a link they can share themselves.

Avoid encouraging customers to submit another person's phone number or email address unless that person has agreed to be contacted.

Referral Program Notice

Referral incentives, discounts, credits, cash-equivalent rewards, employee incentives,



partner compensation, and promotional claims can be subject to tax, payroll, advertising, privacy, consumer-protection, licensing, and other requirements.

Do not imply that someone is an independent customer when they are receiving compensation for endorsements or referrals where disclosure is required.

Have program terms reviewed where appropriate.

Template Version: 1.0

Updated: September 2026

Template ID: TPL-MKT-003

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For the landing page metadata:

Template ID: TPL-MKT-003

Slug: cleaning-referral-program-template

SEO Title: Cleaning Referral Program Template | Free Examples

Meta Description: Build a cleaning referral program with free email, text, referral

Category: Sales & Marketing

Formats: DOCX, PDF, Copyable Web Templates

Version: 1.0

Updated: 2026-09

Legal Review Flag: Referral incentives / advertising / privacy / tax review

There's a strong product opportunity behind this one too: TidyOps should eventually generate a unique referral link or code for each customer, attribute the new lead automatically, watch for the qualifying event, issue the configured credit, and report referral revenue by customer or partner. That turns word-of-mouth from something owners know is happening into a measurable acquisition channel.

Primary CTA: Track Cleaning Referrals with TidyOps