

Letter of Agreement for Mutual Referrals

This letter details the discussion between {insert your name} and {insert name of referral partner} that occurred at {location} on {date} regarding our agreement to provide each other's businesses with client referrals. My expectation in entering into this agreement is that we can provide each other with appropriate and timely referrals of those who are willing and able to patronize our businesses and buy our services/products. My intention is to make this a win-win-win for all involved.

We agree to the following principles in giving/getting referrals:

- **We will always ask the client's permission before giving the client a referral. Our preferred script for making a referral is:**

"Would you like to know about someone who can really help you with that? Great! I recommend {referral partner's name} of {company name}. I've worked with {her/him} in the past and I really love {her/his} work. I'm sure you will too. Here's {her/his} phone number {number}. I'll touch bases with {her/him} this afternoon and let {her/him} know to expect your phone call in the next day or two. Is it okay if I give {her/him} your phone number and tell {her/him} to call you if {she/he} hasn't heard from you by next week?"

- **We will refer each other according to the situations, conditions, and services we have included on our corresponding Business Referral Tip Sheets (enclosed).**
- **We agree to contact each other within {number} of hours of giving out the other's contact information to let them know who they can expect to hear from. If we have the client's permission, we will also pass on the client's contact information and the particulars regarding the referral situation.**
- **We agree to pay each other {insert referral fee or referral commission structure agreed upon} for each referred {person/business}. Payment will be made {insert payment schedule and policies}.**
- **We agree to not give our clients/prospects competing referrals. You are the only provider of {insert service or product} that I will refer my clients to, unless my clients have contacted you and found you to be unacceptable or unavailable.**
- **We agree to contact anyone referred to us as a result of this agreement within 24 hours if they do not reach us upon their first attempt. Our clients will receive the highest response we can give.**
- **We agree to provide each other with feedback as to the appropriateness and disposition of all referrals received monthly. Such feedback will be in the form**

of an email report that lists each referral received, each referral given, referral status, purchases made {in amounts}, and referral fees/commissions paid.

Signature:

On This Date: _____

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