



Referral

In Association with

Preem¹inence



Apartment Complex

Here the owner of an apartment rental company offers money off rental costs for those customers who provide referrals. This is what he had to say:

We are a residential and management property company. Our industry typically asks residents to refer other potential residents to the apartment communities, and generally pays somewhere around \$100 to \$200 for that referral. We decided to make a game out of it and gave everybody a little card and said, "For the first one, we'll give you \$100 and we'll go sequentially all the way up to \$900. If you refer nine people, and every time you refer somebody after the ninth, you will receive \$900 as a rent credit off of your month's rent." That's worked very effectively so we expanded that by saying, "We're going to offer you a lifetime referral fee. So that if you live in one of our properties and then you move out and assuming we didn't evict you - then we'll pay you a referral fee of \$150 for as long as you live." That has also worked very, very well for us.

