

Referral Letter Template

June 12, 2008

Customer Name
Customer Address
City, State, Zip



Dear :

I wanted to take this opportunity to thank you for your faith in us at Green Pride Landscaping as your landscape installation company. Over the past 33 years we have grown to be one of the most respected businesses of its kind in Central New Jersey and it's all attributed to you, our loyal customers.

As you probably noticed, I have sent you a \$25 gift certificate from Restaurant.com. It entitles you to enjoy a meal from one of their 9,000 participating restaurants nationwide. I have sent this to you for 2 reasons; the first reason is to thank you for being a loyal customer of Green Pride Landscaping. Our 2006 and 2007 clients are receiving this gift.

The second reason I am sending this to you is to thank you ahead of time for helping us get the word out about Green Pride Landscaping so we can continue to grow our business. I am hoping your experience with us has been good enough that you would feel comfortable recommending us to some of your friends and associates. We are certainly proud of the awards we have won but it is recommendations from our clients that are the lifeblood of our business. If you came to us by referral then you know what I mean.

I am sure some of your friends and associates who are considering a new pond, patio or garden would enjoy taking advantage of our tremendous service model. So if you don't mind, do me a favor and fill out the enclosed referral form; there is space for up to 5 of your friends and associates. When I receive your form, I will immediately send them a \$25 Restaurant.com gift certificate and our Free Consumer Report called "The 2008 Guide to Hiring a Landscape Contractor". This gift will be sent out in your name so they will know that you are responsible for their good fortune.

Sincerely,

John Martin
President, Green Pride Landscaping, Inc.
NJ Home Improvement Contractor License – 13VH0999900

P.S. You don't have to participate in the referral program to redeem the gift certificate; it's yours to use at any time as a sincere token of my appreciation for your business.