



## Partnerships

Establishing partnerships with other professionals is a time-tested way of reaching new customers. The key is to partner with complementary businesses that already work with your ideal customers.

A healthy partnership is a two-way street. Ideally, both businesses refer leads to each other.

While you can partner with many kinds of businesses, here are five that complement the flooring business well:

### Interior Designers

Designers highly value contractors who are reliable and do quality work. Establish good working relationships with designers and design firms, then ask for leads. Be sure to direct leads their way too!

### Plumbers

Seek partnerships with those plumbers who serve the kind of customers you desire.

### Real Estate Agents / Companies

Real estate agents are trusted advisers to home buyers. They help buyers see how homes can be transformed from dud to darling with a change of flooring.

### Homeowners Associations (HOAs)

Did you know that 40 million housing units in the U.S. are part of HOA communities? One way to access this sizable residential market is not through the owners but through the homeowner associations.

### Property Management Firms

Building a partnership with a property management firm gives you a chance to be the firm's go-to flooring expert and to build a solid pipeline of jobs.

## How to Reach Out to Potential Partners

Now that you know why cultivating partnerships is so valuable, here are two example email pitches you can fill out and customize to send to potential partners:

*Subject line: New Partnership for Remodeling*

*Hello [NAME OF CONTACT/PARTNER NAME],*

*I am the [TITLE] at [NAME OF BUSINESS], a [TYPE OF BUSINESS]. Considering the similarities in our client bases, I believe there may be an opportunity for us to develop a partnership to generate additional leads. As partnering businesses, we could share prospects and existing customers based on their needs.*

*I understand that you may not know much about me or our business—I invite you to check out our website at [INSERT URL] for a sample of [OUR/MY] work. If you are at all interested in having a quick chat, please let me know a few times that work for you this week, and I will set something up.*

*All the best,  
[NAME]*

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*Subject line: Referral \$ Commission for Remodeling*

*Hello [NAME OF CONTACT/PARTNER NAME],*

*My name is [NAME] and I am the [TITLE] at [NAME OF BUSINESS]. We are a [TYPE OF BUSINESS] and I think there may be an opportunity for us to partner to generate additional leads. Considering our client base is pretty similar, perhaps we could share prospects or existing customers based on their needs.*

*We would be willing to offer a referral fee of [X set dollars/%] after the completion of a project referred by your office.*

*If you are at all interested in having a quick chat, please let me know a few times that work for you this week and I will set something up.*

*All the best,  
[NAME]*

*Here's a link to our customer review profile [link] and portfolio [link] so you can see the quality of work we do.*

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