



# PLUMBING REFERRAL PARTNER PROGRAM

Earn \$400 - \$1,000 for qualified water damage leads that become signed mitigation jobs.

**Partner with Southern Fire & Flood Restoration** and get paid when your plumbing customers need professional water mitigation, drying, demo, and insurance documentation.

**\$400**

### Standard Lead

Small contained water loss, minor leak, limited drywall/flooring, small bathroom or appliance leak.

**\$600**

### Medium Loss

Water heater failure, multi-room damage, wet cabinets, ceiling leak, Category 2 water loss, crawlspace moisture.

**\$800 - \$1,000**

Main line break, sewage backup, major flooding, commercial loss, large insurance claim, major demo or drying setup.

### Common referrals we want

- Pipe leaks and supply line breaks
- Water heater failures
- Toilet, tub, shower, and sink overflows
- Sewage backups and drain line issues
- Appliance leaks: dishwasher, fridge, washer
- Wet ceilings, cabinets, flooring, drywall, insulation, and crawlspaces

### How it works

1. You find water damage during a plumbing call.
2. Get the customer's permission for us to contact them.
3. Text or call us with the name, phone number, address, cause of loss, and photos if available.
4. We inspect, sign the mitigation authorization, and start work if approved.
5. You get paid once the referral becomes a valid signed mitigation job.

### What counts as a good lead?

A good lead is a new water damage customer who gave permission for us to contact them and turns into a signed or approved paid mitigation job. Referral fee is based on job size and company approval.  
Customer name + phone + address + cause of loss + permission to call = qualified referral package.

### Simple customer intro script:

*"This leak needs to be dried properly so it does not turn into mold or bigger damage. I can have Southern Fire & Flood Restoration contact you right now. They handle the mitigation and documentation side."*



# SOUTHERN FIRE & FLOOD RESTORATION

Plumbing Referral Partner Proposal

## Qualified lead requirements

- New customer to Southern Fire & Flood Restoration
- Active or recent water damage connected to a plumbing issue
- Customer gave permission for us to contact them
- Customer name, phone number, address, and loss details are provided
- Referral turns into a signed mitigation authorization or approved paid mitigation work

## Payment terms

Referral fees range from **\$400 to \$1,000** based on the

Payment is normally issued after the mitigation job is signed and confirmed, and after initial payment, deposit, or insurance approval is received.

Available payment methods may include check, ACH, Zelle, Cash App, or another agreed method.

Referral payments are company marketing expenses and are not billed to the customer or insurance carrier.

## Why plumbers partner with us

- You keep the plumbing repair work - we handle the mitigation and drying side.
- You create another revenue stream without buying drying equipment or learning mitigation paperwork.
- Your customer gets faster help, better documentation, and reduced risk of secondary damage.
- We protect your reputation by responding professionally and communicating clearly.

## Lead submission information

Send this information by text or call: **470-269-2802**

|                                     |       |                                             |       |
|-------------------------------------|-------|---------------------------------------------|-------|
| Plumbing Company:                   | _____ | Technician Name:                            | _____ |
| Customer Name:                      | _____ | Customer Phone:                             | _____ |
| Property Address:                   | _____ |                                             |       |
| Cause of Loss:                      | _____ | Photos Sent? YES / NO                       | _____ |
| Customer Permission Given? YES / NO | _____ | Estimated Loss Size: SMALL / MEDIUM / LARGE | _____ |

## Professional referral standard

Customers should always be informed that Southern Fire & Flood Restoration is being recommended as a restoration provider and must be free to choose who they hire. This program is subject to applicable laws, customer disclosure requirements, insurance carrier guidelines, and company approval.

Ready to partner? Call or text 470-269-2802 and tell us you want to join the Plumbing Referral Partner Program.