



Battlefield Referral Partner Program

Partner Guide & Program Overview

Thank you for your interest in becoming a Battlefield Referral Partner. This guide provides a full breakdown of how the program works, what you can earn, how referrals are tracked, and what to expect once you apply.

1. Program Overview

The Battlefield Referral Partner Program rewards individuals and organizations for connecting homeowners with Battlefield's outdoor living team. Partners can earn **2%–3% commission** on qualifying outdoor living projects throughout **Northern Virginia, Washington, DC, and Richmond.**

Battlefield designs and builds:

- Decks & porches
- Patios & pergolas
- Pools
- Complete outdoor living spaces

Projects typically range from **\$30,000–\$75,000+**, with many high-value builds exceeding **\$100,000.**

2. How the Program Works

1. Share Referrals

You'll receive a unique referral link and access to a simple referral form. Use either one to send homeowners our way.



2. **Battlefield Takes Over**

Our team handles design, estimates, site visits, permits, materials, and construction. You can trust a white-glove, professional process.

3. **You Get Paid**

When your referral signs a Battlefield contract and pays the deposit, you earn a commission.

3. Commission Structure

Standard Commission

Earn **2% of the collected contract value** on every qualifying project.

Example:

A \$45,000 project → **\$900 commission**

Bonus Tier — Earn 3%

You are eligible for 3% commission if:

- **The project value exceeds \$100,000, OR**
- **You refer 3+ closed projects within a single quarter**

This structure rewards consistency as well as high-value referrals.

Payouts

- **Net-30** after the qualifying event (signed contract + deposit)
- Paid via **ACH or check**
- **No minimum payout threshold**

4. Referral Attribution



We use a combination of tracking links, custom forms, and CRM tagging to ensure correct attribution.

- **Referral links:** 30-day last-click attribution
- **Referral forms:** 90-day attribution window
- **Multi-touch rule:** The last valid referral before the first sales appointment receives credit
- **Territory restriction:** Referrals must be within Northern VA → DC → Richmond to qualify

5. Earnings Potential

Assuming an average project value of \$45,000 at the 2% rate:

- **1 referral per month:** ~\$900
- **3 referrals per month:** ~\$2,700
- **5 referrals per month:** ~\$4,500

With the 3% bonus tier:

- **\$100,000 project → \$3,000 commission**
- Higher-value projects produce significantly higher payouts
- After your **3rd closed referral in a quarter**, all additional projects earn **3%**

6. Who This Program Is Ideal For

You do not need to be a contractor. Many successful partners include:

- Realtors



- Home service providers
- HOAs and property managers
- Local businesses
- Social media creators
- Influencers with local audiences
- Anyone connected to homeowners in Virginia or DC

You **must** primarily serve audiences in our service areas.

7. Application Process

We review all applications within **3 business days**.

Information you'll need to provide:

- First & last name
- Email (required)
- Phone number
- Company/brand (optional)
- Your primary referral or promotion method
- Links to your main website or social profiles
- Location(s) of your audience or clients
- Estimated monthly referrals
- How you heard about the program
- Agreement to our Terms & FTC guidelines

Once approved, you will receive:



- Your unique referral link
- A partner welcome packet
- Access to creative assets
- Optional quarterly performance reports

8. Frequently Asked Questions

What counts as a qualifying sale?

A signed Battlefield contract with the deposit received.

Can I refer myself?

No. Self-referrals and non-verified referrals do not qualify.

Do I need to live locally?

Partners must refer projects located in DC, Northern VA, or Richmond.

Are coupon sites or PPC affiliates allowed?

No. PPC brand bidding, coupon/offer sites, and unsolicited outreach are strictly prohibited.

When do I receive my payout?

Within 30 days after the qualifying event.

Is there a minimum payout amount?

No – all qualifying commissions are paid.

How are taxes handled?

U.S. partners must submit a W-9. 1099s will be issued as required by the IRS.

9. Program Terms (Summary)

- **Commission:** 2%; or 3% for projects over \$100,000 or after 3 closed referrals in a quarter
- **Exclusions:** Change orders, permit fees, financing fees



- **Territory:** DC & Virginia (Northern VA to Richmond)
- **Payment method:** ACH or check
- **Cancellations:** Projects refunded/canceled within 90 days will result in commission reversal
- **Compliance:** Partners must follow FTC disclosure requirements

10. Next Steps

If you're ready to get started, complete the partner application. Our team will follow up with your approval status and instructions for your unique referral link.