

DunRite Exteriors & K-Guard Cleveland Referral Reward Rules

The following rules are to be followed to verify and satisfy a referral(s) of business to K-Guard Cleveland and DunRite Exteriors for designated products and services. All verified leads that turn into legitimate completed sales are eligible will qualify for the Rewards.

1. Eligibility Criteria:

- **Referrer Eligibility:** Noncustomers' Existing Customers or Past Customers or Adults 18 years and older are eligible to participate in the referral program. Referrals from the same household or business where service is performed, are not eligible for reward.
- **Referral Eligibility:** Referred customers must be new customers to the business, i.e., they should NOT have any prior transactions, accounts, or existing quotes to be eligible as a referral. Can be referrals for residential and commercial properties.

2. Referral Process:

- **Referral Submission:** Referrers must communicate to their sales representative who they are referring with the correct information or submit referrals through the official referral system (referral link and completed form). The referral must include the new customer's contact information (e.g., name, email, and phone number, along with verified building address).
- **Tracking Referrals:** The business will track referrals through the referral system. If a referral does not appear in the system, it will not be eligible for the reward.

3. Qualifying Transaction:

- **Transaction Completion:** A referral is considered successful only when the referred customer completes and pays for a qualifying transaction in full. A qualifying transaction is defined as a purchase or service contract that meets the business's minimum value requirements (New Roof, Siding, Windows, or Gutters including K-Guard Gutter System). Repairs on roofing, siding, gutters or windows are excluded.
- **Timeframe:** The referred customer must complete the qualifying transaction within a specified period of 60 days from the date of referral submission, unless agreed upon by both parties of a different time frame.

4. Reward Details:

- **Reward Amount:** The referrer will receive \$250 per successful referral once the referred customer completes the qualifying transaction.
- **Reward Distribution:** Rewards will be distributed within a set timeframe (e.g., 30 days) after the qualifying transaction is confirmed. Payments may be made via check, bank transfer, gift cards, or other methods determined by the business.
- **Multiple Referrals:** There is no cap on the number of referrals a referrer can make; however, each referral must be unique, and rewards are only given for successful transactions.

5. Referral Conditions:

- **Non-Eligible Referrals:** Self-referrals (referring oneself) or referring family members or friends that live in the same household.

6. Program Terms and Conditions:

- **Program Duration:** The business reserves the right to modify or terminate the referral program at any time, with or without notice.
- **Changes to Rules:** Any changes to the referral program rules will be communicated to participants via email or the official website.
- **Fraud Prevention:** The business reserves the right to disqualify referrals or referrers suspected of fraudulent activity, such as submitting false information or attempting to game the system.
- **Legal Compliance:** The referral program must comply with all applicable local, state, and federal laws, including tax reporting requirements.

7. Dispute Resolution:

- **Dispute Process:** Any disputes related to the referral program will be handled through the business's standard dispute resolution process.
- **Final Decision:** The business's decision regarding any referral or reward is final and binding.

8. Tax Implications:

- **Tax Reporting:** Referrers are responsible for any tax liabilities associated with referral rewards. The business may be required to report referral rewards to tax authorities, and referrers may receive a tax form (e.g., 1099-MISC) if rewards exceed a certain threshold.

9. Referral Marketing:

- **Marketing Materials:** Referrers must adhere to ethical marketing practices and must not engage in spamming or misleading advertising when promoting referrals.

These rules provide a clear structure for both the business and participants to ensure the referral program operates effectively and fairly.