

# dear Referral Partner,



## What we do

**yip** works with referral partners who have credible access to the right customer base and want a trusted supply partner they can recommend with confidence. We support owner-builders, renovators, builders, and related customers through a structured supply and logistics pathway, with standards-led products, clear documentation, and dependable delivery.

Our role is to give referred customers a professional and well-managed experience, while protecting the trust that sits behind the introduction. We understand that when you refer someone to **yip**, your reputation is part of that handover. That is why we place real weight on communication, standards, and doing what we say we will do. We adopt a standards first approach to product quality, documentation, supply control, and delivery, and we work to make the process clear, structured, and commercially dependable for the customers you send our way.

The offer made to your customers is set out separately in the attached customer-facing letter, which can be provided as part of the broader referral partner package.

## Why work with yip

We want to work with referral partners who are credible, professional, and protective of the people they introduce. The right fit is not just someone with access to customers; it is someone who values trust, cares about reputation, and wants the people in their orbit to be dealt with properly.

For referral partners, that means confidence that your introduction will be handled professionally, that communication will be clear, and that the customer experience will reflect well on both sides. It also means having a commercial arrangement in place that recognises the value of the introduction and the relationship around it. Where there is a fit, referral partners may benefit from an introduction-based commercial arrangement, typically structured as a percentage of ongoing job value, under agreed commercial terms. This referral fee is absorbed by **yip** rather than added to the price paid by the referred customer.

We see this as an ongoing partnership, not a one-off transaction. Our aim is to build a trusted referral network made up of well-regarded partners with strong market placement, good judgement, and a genuine interest in how their referred customers are treated over time.

## What you get

- Trusted supply partner
- Professional handling
- Clear communication
- Commission on referrals
- Ongoing commercial reward
- No added customer cost
- Standards-led supply
- Dependable delivery
- Reputational protection
- Partner documentation access

## Let's talk about exploring a partnership.

If you think there may be a fit, get in touch and we will arrange a conversation to explore how a partnership could work in practice. If there is mutual value, we also have deeper partner documentation ready to share.

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