

## Growing Relationships and Referrals

### How Core Contractors Increased Referrals by 15% through Sports Pools

Core Contractors is Denver's top residential and commercial roofing contractor offering roof repair and gutter installation services. 40% of their business comes from referrals. Core uses Touchpoint's sports pools to increase brand awareness and strengthen relationships with their biggest influencers in order to increase referrals.

*Touchpoint Games helped Core Contractors **increase referrals by 15%** in 2016*



Insurance agents are a huge referral source for Core Contractors. When homeowners call their insurance agents after a hail storm, they often seek out contractors to help repair the damage to their roofs. Core has increased their referrals by inviting their agents to participate in their company-branded sports pools hosted by Touchpoint Games. Core received 554 referrals in 2014 and 558 referrals in 2015. In 2016, Core started running Touchpoint's sports pools for their agents and are on track to receive 640 referrals by the end of the year.



2014	554 Referrals
2015	558 Referrals
2016	640 Referrals

*Core started running TPG Pools in 2016*



Touchpoint Games is a fantastic way for Core to engage their referral partners in a fun, non-business manner.

***"Part of the fun is the smack talking that goes on between our team and our referral partners. This helps us build personal relationships beyond our business relationships. It's a lot of fun!"***

**Tre Rudig**  
Marketing Specialist  
Core Contractors

Core uses Touchpoint's Bonus Point System to collect invaluable feedback that helps them maximize the number of referrals they receive from each agent. By awarding points to agents for providing feedback, Core has learned how to communicate effectively with agents, how to provide the best experience for their clients, how they can maximize their services, and much more! By networking with sponsors that have like-minded relationship marketing goals, they are able to reach new referral partners in target regional markets. Touchpoint Games has helped Core Contractors increase referrals by 15% in 2016.

### About Touchpoint Games

Touchpoint Games makes branded sports pools that companies use to engage their customers and sales team. Participants make picks, track their scores, and earn weekly bonus points for interacting with the company's marketing content in the pool. Using the fun of fantasy sports to capture the attention of a company's audience, Touchpoint delivers impressive brand engagement for their customers on a weekly basis through gamification.