



# SCD Referral Rewards Program

USER HANDBOOK  
SCD DESIGN & CONSTRUCTION

## Welcome to the SCD Referral Rewards Program!

Welcome! The following document will inform you on everything you need to know about the SCD Referral Rewards Program so you can start earning your rewards as soon as possible! The premise of the Referral Program is to encourage social media users, (i.e. past clients, other Quebec Social Media users) to help SCD grow and have more people learn about us by rewarding you with points for every time you engage with SCD through our social media platforms, or through referring individuals to the referral program or for a renovation project. After having gained enough points, **members are eligible to purchase rewards (gift cards of various values) with their reward points.**

Regarding the points system, every type of action (i.e. liking a photo, following our page, referrals) has their own weight, resulting in a specific amount of points rewarded to the member. Points can be gathered through the following platforms: Facebook, Instagram, Twitter, Houzz, Pinterest, Google. With **a max of three actions per week**, points for such actions will be tallied every Monday, then announced to each respective member via email. **Rankings are given** based on the amount of points a member has gathered. Additionally, to the membership status rankings, **more exclusive rewards will be available up for purchase if more points are gathered.** As this is a referral program, members are encouraged to **submit referrals by either referring themselves or someone they know** for renovation projects or for the referral program, for this will be the most efficient way to achieve a high ranking and better reward options due to its more considerable weight points-wise.

During the time of a reward purchase, as mentioned prior, **members will use their reward points as a form of virtual currency to purchase their rewards.** After having made a purchase, the respective points will be deducted from their accounts, and their status will adjust accordingly. You can regain those lost points with regular participation and interaction with our social media pages and referrals.

**If you have any suggestions or questions to make regarding our referral program, please feel free to email us at [info@scdconstruction.com](mailto:info@scdconstruction.com).**

## Signing Up

Signing up is extremely simple! Just email us the following information to [info@scdconstruction.com](mailto:info@scdconstruction.com):

- Name
- Birthday
- Email
- Phone
- Usernames to Google, Facebook, Instagram, Twitter, Houzz, and Pinterest

Ex:

<b>Name</b>	<b>Jane Doe</b>
<b>Birthday</b>	07/07/77
<b>Email</b>	Janedoe777@gmail.com
<b>Phone</b>	123-456-7890
<b>Google</b>	Jane Doe
<b>Facebook</b>	Jane Doe
<b>Instagram</b>	JaneyDeer
<b>Twitter</b>	JaneyD_777
<b>Houzz</b>	JaneyD_123
<b>Pinterest</b>	Jane Doe

*\*Please read Terms and Conditions carefully to be properly informed on General Account information.*

## Reward Options: Gift Cards

Store	Digital Gift Card by Email	Notes
<b>Food/Drinks</b>		
Starbucks	*	
IGA		
Metro		
Tim Hortons	*	
McDonald's		
Second Cup	*	
David's Tea		
SAQ		shipping available
The Keg	*	
<b>Apparel and Jewelry</b>		
Swarovski	*	
Le Chateau		Shipping available
L'Équipeur		Shipping available
Old Navy	*	
Pandora	*	
RW & Co	*	
Banana republic	*	
Zara	*	
GAP	*	
H&M	*	
Laura		
Melanie Lyne		
Winners	*	
Marshall's	*	
Ernest		Shipping available
<b>Shoes</b>		
Aldo		Shipping available
Payless		Shipping available
Yellow		Shipping available
Chaussure Pop	*	
<b>Beauty and Health</b>		
Pharmaprix		
Lush	*	
Bath Body Works	*	
<b>Leisure and hobby</b>		
Cineplex	*	
Guzzo		Shipping available
Indigo/ Chapters	*	
Sports Expert		Shipping available

Store	Digital Gift Card by Email	Notes
Home and Home Improvement		
Home Depot		Shipping available
Reno Depot		Shipping available
Homesense	*	
Déco Découverte	*	
Stokes		
Patrick Morin		
Canadian Tire		Shipping available
Linen Chest	*	
General Shopping		
Walmart		
Amazon	*	
Cadillac Fairview		Shipping available
Best Buy	*	
Petro Canada		
Shell		
Ultramar		
Charities		
SPCA West	*	
SPCA Montreal	*	
Children's Wish	*	
Montreal Children's Hospital Foundation	*	
Mission Old Brewery	*	
Moisson Montreal	*	

## Rankings

Lvl 1 reward: 10\$ cards (price 100 pts)	LVL 2 reward: 25\$ cards (price 200 pts)	LVL 3: Rewards 50\$ (price 350 pts)	LVL 4: Rewards 100\$ (price 600 pt)
<ul style="list-style-type: none"> <li>• Tim Horton's</li> <li>• McDonald's</li> <li>• Pharmaprix</li> <li>• Walmart</li> <li>• Petro Canada, Shell, Ultramar</li> <li>• Starbucks</li> <li>• Second Cup</li> <li>• David's Tea</li> <li>• IGA</li> <li>• Metro</li> </ul>	Previous options at 25\$ Plus.... <ul style="list-style-type: none"> <li>• SAQ</li> <li>• Old Navy</li> <li>• H&amp;M</li> <li>• Winners</li> <li>• Marshall's</li> <li>• Payless</li> <li>• Guzzo</li> <li>• Indigo Chapters</li> <li>• Homesense</li> <li>• Stokes</li> <li>• Bath Body Works</li> <li>• Canadian Tire</li> <li>• Moisson Montreal</li> <li>• SPCA Vaudreuil</li> <li>• Montreal Children's Hospital Foundation</li> </ul>	All previous options at 40-50\$ Plus... <ul style="list-style-type: none"> <li>• The Keg</li> <li>• L'Équipeur</li> <li>• Zara</li> <li>• Aldo</li> <li>• Sports Expert</li> <li>• Reno Depot</li> <li>• Déco Découverte</li> <li>• Patrick Morin</li> <li>• Best Buy</li> <li>• Cineplex</li> <li>• Lush</li> <li>• Yellow</li> <li>• Amazon</li> <li>• SPCA Montreal</li> <li>• Mission Old Brewery Foundation</li> <li>• Children's Wish Foundation</li> </ul>	All previous options at 100\$ Plus... <ul style="list-style-type: none"> <li>• Swarovski</li> <li>• Le Chateau</li> <li>• Pandora</li> <li>• Rw &amp; Co</li> <li>• Banana Republic</li> <li>• Laura</li> <li>• Melanie Lyne</li> <li>• Ernest</li> <li>• Chaussure Pop</li> <li>• Cadillac Fairview</li> <li>• Linen Chest</li> <li>• Home Depot</li> </ul>

## Action Options

	Like	Comment	Share	Tag	Save/ Idea book	Review	Trade program	Refer To program	Refer for project
<i>Google</i>						*			
<i>Instagram</i>	*	*	*	*					
<i>Twitter</i>	*	*	*	*					
<i>Facebook</i>	*	*	*	*		*			
<i>Houzz</i>					*		*		
<i>Pinterest</i>	*	*	*		*				
<i>General</i>								*	*

## Points System

Points Categories		
Level	Status name	Point range
Beginner	One white star	0 - 99
LVL 1	Two white stars	100 – 199 pts
LVL 2	One gold star	200 – 349 pts
LVL 3	Two gold stars	350 - 599 pts
LVL 4	Diamond	600 - ∞

How to earn points		
	Action	Reward points
<b>Social Media</b>	Follow	5
	Like	1
	Comment	1
	Share	4
	Tag	3
	Save (Pinterest)	2
	Reviews (only for previous clients)	5
<b>Houzz</b>	Earn 5%, Get 5% (trades program)	5
	Add to Ideabook	3
	Reviews	5
<b>Referrals</b>	Contracts	300
	Referral Program	10

### How to use points

- Use Reward Points to purchase rewards.
- Reward points will be deducted with every purchase
  - Check “diverse ranking of prizes” to see “price” for each category of prizes

## How to Refer

### Submitting a referral for the Rewards program:

1. Get your friend to send an email us to [info@scdconstruction.com](mailto:info@scdconstruction.com)
2. In the email, make sure they mention that they know you and what is their relationship to you (Stating if they are a friend, colleague, or type of family member is suffice)
3. They must state that they are a referral for the referral program.
4. Have them include the following information
  - a. First & last name
  - b. Date of birth – must be in this form MM/DD/YY
  - c. Email
  - d. Phone number
  - e. Usernames to following applicable social media pages: Google, Facebook, Instagram, Twitter, Houzz, Pinterest

Email Ex: (feel free to use email as template)

Hi SCD,

my name is Jane Doe. John Hancock, my cousin, referred me to you. I'm interested in joining the referral program! Here is my account information:

<b>Name</b>	<b>Jane Doe</b>
<b>Birthday</b>	07/07/77
<b>Email</b>	Janedoe777@gmail.com
<b>Phone</b>	123-456-7890
<b>Google</b>	Jane Doe
<b>Facebook</b>	Jane Doe
<b>Instagram</b>	JaneyDeer
<b>Twitter</b>	JaneyD_777
<b>Houzz</b>	JaneyD_123
<b>Pinterest</b>	Jane Doe

Thx 😊

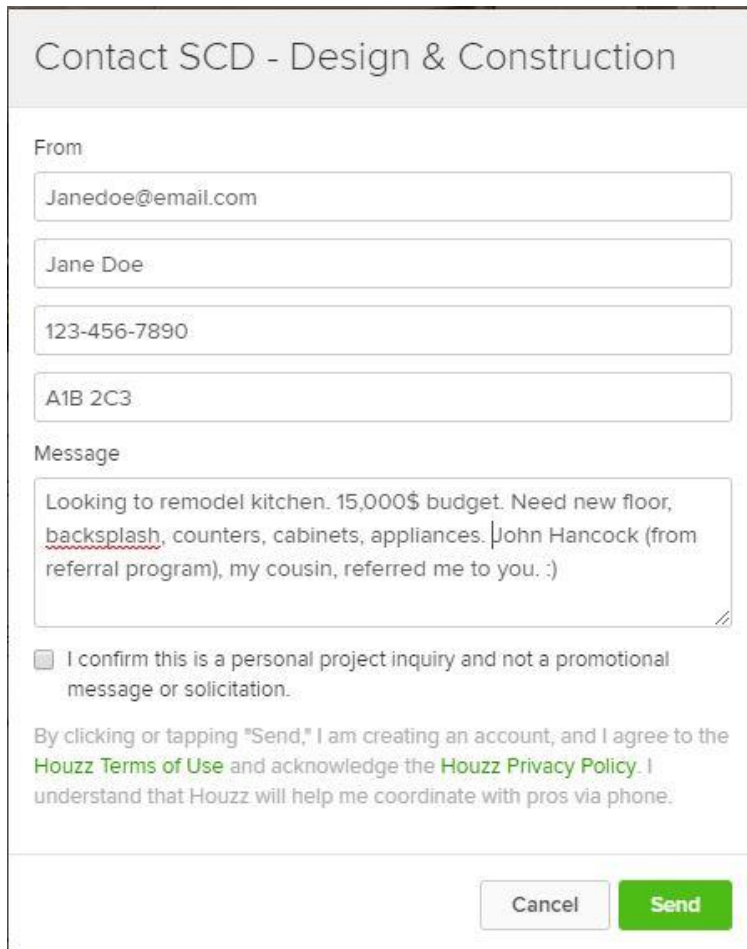
Best regards,  
Jane Doe



**If they are a referral for a renovation:**

Send them to [our Houzz page](#). In the message section of the submission, make sure they mention that they know you and what is their relationship to you (Stating if they are a friend, colleague, or type of family member is suffice). In parentheses, next to your referrers name put "(from referral program)".

Ex:



The screenshot shows a contact form with the following fields and content:

- Title:** Contact SCD - Design & Construction
- From:** Janedoe@email.com
- Name:** Jane Doe
- Phone:** 123-456-7890
- Address:** A1B 2C3
- Message:** Looking to remodel kitchen. 15,000\$ budget. Need new floor, backsplash, counters, cabinets, appliances. (John Hancock (from referral program), my cousin, referred me to you. :)
- Confirmation:**  I confirm this is a personal project inquiry and not a promotional message or solicitation.
- Terms:** By clicking or tapping "Send," I am creating an account, and I agree to the [Houzz Terms of Use](#) and acknowledge the [Houzz Privacy Policy](#). I understand that Houzz will help me coordinate with pros via phone.
- Buttons:** Cancel and Send

**It is best to send these instructions to your referral. If any information is missing or the submission was not done correctly, you will not be rewarded points.**

## Reward Program Terms & Conditions

Category	Terms & Conditions
General Account	Points will be tallied up by Tuesday 12am every week
	Can only participate if submit all information (email, Instagram name, twitter name, houzz name, Facebook name, Pinterest name, phone number, name)
	Participation is reserved for Quebec Citizens.
	Do not have to be a past client to participate.
	A max of 3-person parties can refer the same person/ party
	Account terms last 6 months. At the time of a terms end, a renewal email named "update of user information" will be sent to each Reward Program member.
	Points expire after one (1) year of account inactivity and cannot be redeemed for any prizes.
	Account considered inactive if user does not renew their account by responding to the "update of user information" email sent ever 6 months (February and August).
	Members have a week (7 days) to respond to "update of user information" to confirm Reward program membership. If members fail to confirm their membership via the "update user information" email, accounts will be paused, during which no points will be accumulated.
	Members can change their account information anytime by sending an email ( <a href="mailto:info@scdconstruction.com">info@scdconstruction.com</a> ) with the updated information.
	Must be 18 years old or older to join
Points	Points cannot be exchanged for cash
	SCD cannot distribute points to members if their account was not renewed for a new 6 month term.
	If your points failed to be tallied for at least 3 weeks or our team wrongly considered your account inactive, 5 points will be given for each missing week.
	Points issued by SCD cannot be transferred between accounts under any circumstances.
	It is not possible to purchase reward points through SCD.
Account deletion	An account may be deleted at any moment by notifying SCD via email ( <a href="mailto:info@scdconstruction.com">info@scdconstruction.com</a> )
	Remaining points on an account at the moment of cancelation will be deleted.
	Remaining points after a cancelation cannot be exchanged for cash or a reward. You must purchase your rewards before canceling your account.
	Accounts will be automatically deleted if 2 consecutives "update of user information" emails remain unanswered.
Referral	Only former clients with whom we have not had a contract for at least 1 year and individuals who have never worked with SCD can be referred
	There is no limit between the time of the referral and the time the contract is signed
	As leading to a signed contract can take a long time, SCD will provide constant updates on the progress of your referral via email until fruition
Social media	Limit of 3 actions per week
	Cannot do multiple actions of the same category within one week (ex. Cannot follow Twitter, Instagram, and Facebook in same week.)

	Points will not be rewarded if a member likes a post or a social media page more than once by disliking, then re-liking it. If it is noticed that a member does such regularly, they will be suspended from earning point for a month and the member will be notified via email of their penalty.
Prizes and Redeeming	All gift cards are given in CDN
	Check on the store's website for more details about your gift card.
	Referral rewards will be awarded within 2 weeks of contract signing with the referred client
	A referral reward may be split when multiple parties (max 3 people) refer the potential new client.
	Gift cards cannot be exchanged by SCD for cash
	Gift cards care none refundable once purchase has been made with reward points
	There are no warranties for prizes given, therefore it is impossible to return or exchange a prize once having received the reward(s).
	Once having sent an order for a prize, there is 24h grace period where cancelations/ changes to an order are permitted. If a change/ cancelation is sent to SCD after 24h grace period, there is no guarantee that SCD will be able to apply it.
	You cannot purchase a reward if you have an insufficient amount points for the specific reward(s).
Confidentiality	All personal information given to SCD is strictly reserved to SCD and will not be shared or viewed by anyone else.
Changes to the Program	SCD may at anytime change, limit, or terminate any aspect of the Referral Reward Program and the Program Terms (i.e. types of rewards available, cast of rewards, termination of the program entirely)
	At any time, SCD has the power to terminate a members' participation for any reason.
Code of conduct	<p>Any forms of spam and/or harassment towards SCD Design &amp; Construction or to others done on our social media pages will not be tolerated. If any form of spam and/or harassment from any member is detected, the following punishments will be in order:</p> <ul style="list-style-type: none"> <li>• such actions will be taken note of in their personal records</li> <li>• a demotion in reward status will be in order</li> <li>• point deduction reciprocal to status demotion</li> <li>• one-month suspension from the rewards program</li> </ul> <p>The member will be notified via email of their penalty. If these actions continue, the member's rewards program account and their points will be deleted, and they will be blocked from viewing SCD on all social media platforms.</p>
Disclaimers/ Limitation of Liability	SCD makes no guarantee that the Referral Rewards Program will meet the members' requirements or that it will be uninterrupted, timely, or error-free.
	SCD shall not be held liable for damaged or lost prizes through the mail. In case of a loss, please contact the appropriate postal service (Canada Post, UPS, DHL, etc.)
	SCD shall not be held liable for mistakes on orders if changes/ cancelations were requested after the 24h grace period.