

JobNimbus and ReferPro Team Up to Turn Happy Customers Into Ready-to-Work Leads, Automatically

New native integration pushes referral leads from ReferPro directly onto the JobNimbus job board, already linked to the contact and ready to work

LEHI, UT, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- [JobNimbus](#), the #1 AI-enabled CRM for roofing and exterior contractors, and ReferPro, the AI-native referral platform for the trades, today announced a direct integration that sends referral and self-service leads from ReferPro into JobNimbus as new jobs, eliminating manual entry, CSV imports, and the need to maintain a separate referral dashboard.



Referrals rank among the highest-converting lead sources for contractors, but they are also among the most frequently lost. ReferPro data indicates that 83% of customers say they would refer a company, while only 29% do. Referral requests are commonly deprioritized during periods of high job volume, and inbound referrals often arrive through text messages, voicemails, or standalone referral tools disconnected from the contractor's primary system of record. The result is duplicate data entry, unworked leads, and limited visibility into which referral relationships generate revenue.

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Wade Brown, VP of Business Development, JobNimbus

The integration routes referrals directly into the contractor's JobNimbus job board with source and

relationship context attached, removing the need for a second system to capture leads the business has already earned.

How it works:

- When a customer submits or receives a referral through ReferPro, ReferPro creates a corresponding contact and job in JobNimbus, placed in the contractor's designated new lead status.
- The job record includes the referring customer, their relationship to the new contact, contact information, and any notes describing the customer's needs.
- When the job is marked complete in JobNimbus, ReferPro enrolls the customer in a post-service follow-up campaign inviting them to submit a referral of their own.
- Once an invoice is approved, ReferPro attributes the resulting revenue to the originating referral, giving contractors automated ROI tracking across referral relationships.

"83% of customers say they'd refer a company. Only 29% ever do. That's not because contractors don't care, it's because asking is always the thing that gets bumped when the day goes sideways. ReferPro makes sure it never does, and JobNimbus is where these teams already run their business, so the best leads a contractor has finally live where the rest of the work does. We're excited about this partnership and integration providing roofers better leads and time back." — Murphy Nadauld, CEO of ReferPro.

"Referrals are the highest-trust leads our customers get, and they're the easiest ones to lose when there's no system catching them. ReferPro closes that loop. The referral becomes a job on the board the moment it happens, already carrying the context and the attribution, which means the office spends its time working the lead instead of logging it." — Wade Brown, VP of Business Development, JobNimbus

The ReferPro integration is available to JobNimbus customers now.

About JobNimbus

JobNimbus is the #1 AI-enabled CRM for roofing and exterior contractors, purpose-built to support businesses from their first million to their next hundred, without the chaos. By connecting every stage of the job lifecycle, from getting found and winning work, to managing production, collecting payment, and driving referrals, JobNimbus replaces the fragmented stacks that hold growing contractors back. As the recognized #1 leader on G2 in Roofing Software and a 4.8-star app rating, it's no wonder why over 8,000 contractors trust JobNimbus to grow their business every day. One system. Full visibility. Total control. Learn more at jobnimbus.com.

About ReferPro

ReferPro is the AI-native referral platform built for the trades. Roofing, HVAC, plumbing, and electrical companies use ReferPro to turn happy customers into a steady stream of high-converting leads. AI-powered text and email campaigns give every customer a personalized referral link, automated attribution, built-in incentives, and instant payouts, removing the friction that kills most referral programs. ReferPro integrates directly with JobNimbus. Headquartered in Lehi, Utah. Learn more at referpro.com.

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