



Rethinking referrals at CeBIT - an app to connect with and empower your business champions

Referron, available on the Apple App Store and the Google Play Store, is an app that connects with and empowers the champions of your business to send referrals anytime, anywhere.

Sydney, Australia - 7 June 2013 - During their official launch at CeBIT Australia last week, The Referron app had over 300 technology innovators making referrals to each other over the three-day conference.

Referron has been identified as the missing tool for every business that relies on word-of-mouth referrals. Using the smartphone app, just a few taps are all that's needed for the champions to send their friends as qualified prospects to businesses they know, like and trust. Early customers using the app are seeing 3-5x increase in referrals.

Todd Heslin, co-founder and Referron architect, says, "CeBIT was the perfect example of people connecting with people. We didn't need to sell Referron. We simply gave our customers the keys to test drive a new way of connecting with their champions." Whilst Todd and the Referron team kept the stand busy, most new customers were spreading the app from person to person. One advocate at the show proclaimed that referron is the social referral revolution!



Showing off what the app does best, co-founder and VC Ivan Kaye, walked around and met businesses with one question: 'Who can I refer you to?', and with Referron, he was able to connect his contacts with those businesses in seconds! "Referron is truly a game changer!" Said Kaye

Financial Planner Chris Magnus, one of Referron's first customers, says: "Referron has been a fantastic tool for my business. It has enabled me to receive leads from trusted sources which have so far added \$20,000 of revenue in just 1 month! I highly recommend Referron to any business."

The app is free for anyone to download and begin referring, those who receive referrals can receive three free per month. Businesses can subscribe to unlimited referrals and online management tools for as little as \$20 per month. Planned developments for Referron over the next few months include new social networking integration, messaging and business CRM integration.

About Referron

Referron is an Australian mobile startup based in Sydney, NSW and Boston, MA. Founded in early 2012 by Ivan Kaye and Todd Heslin, the team set out with the goal of making it easy for anyone to make referrals to businesses they know, like and trust at anytime, anywhere.

Download the app:

www.referron.com/iPhone

www.referron.com/android

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