ACROSS THE TABLE

BUSINESS CONSULTING

APP COMPARISON 06 · REFER & EARN

Refer & Earn vs ReferralCandy, Referral Rock and NiceJob

Referral software is built for ecommerce and priced for it. Here is what that means for a local business.

Knowledge Article C06

AI Stack Series · acrossthetable.biz

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BEFORE YOU READ THIS

This guide compares Refer & Earn against three other products that do a similar job. Refer & Earn is my own. I build it, and I make money if you buy it.

That is exactly why this guide names the places where one of the other three is the better buy, and says so plainly. A comparison that found my own product best at everything would not be worth your time, and you would be right not to believe it.

WHAT REFER & EARN DOES

Your best clients refer your next clients and get rewarded for it.

Refer & Earn gives every customer a personal link and QR code, tracks what they send you, holds their earnings in a wallet, and runs leaderboards and bonuses on top.

It is built for the business whose referrals happen in conversation — a customer telling a neighbour — rather than through a share button on a checkout page.

What is in it:

- Personal link and QR
- Referral tracking
- Earnings wallet
- Leaderboards and bonuses

Price: $14.99 per month · $179.99 per year · $699.99 one time. There is a 14-day free trial.

THE THREE IT IS UP AGAINST

Here is the thing nobody tells a local business owner shopping for referral software: almost all of it is built for online stores. It plugs into Shopify, it fires when an order completes, and it is priced as a percentage of the sales it generates.

That is a sensible model for ecommerce and an awkward one for a plumber. The products below are the leaders in the category, and the comparison is mostly about whether their shape fits your business.

Product	What it is	How it charges	Who it suits
Refer & Earn (mine)	A referral program with personal links, QR codes, tracking, rewards and leaderboards	Flat monthly, yearly, or one payment for life. No cut of referred sales	A local or service business whose customers refer in person

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Product	What it is	How it charges	Who it suits
ReferralCandy	The established referral app for online stores, tightly integrated with ecommerce platforms	Monthly fee plus a percentage of every referred sale	Shopify and other online stores
Referral Rock	Referral software built for service businesses and B2B rather than stores	Monthly, at a professional price point	Service businesses with a real referral programme and someone to run it
NiceJob	Reviews and reputation software for local and home-service businesses, with referrals included higher up	Monthly, in tiers; referrals sit in the upper tier	Local service businesses whose bigger problem is reviews

Prices move. Every figure for the other three comes from the source listed at the end of this guide, with the date it was published, so you can see how fresh it is and check it yourself. The figures for Refer & Earn are its own published prices.

WHAT EACH ONE IS ACTUALLY GOOD AT

ReferralCandy

ReferralCandy is the default choice for ecommerce referrals and deservedly so. It hooks into the store, fires automatically after a purchase, and handles the reward without anyone intervening.

Per Geekflare's October 2026 review, pricing starts around $9 a month plus 10.5% of referred sales on the entry plan, with higher monthly tiers taking smaller percentages — $79 plus 3.5%, $249 plus 1.5%, and so on.

That percentage is the thing to model carefully. On the cheapest plan you are giving up more than a tenth of every referred sale, on top of whatever reward you give the customer.

Pick this one if: you sell online through a supported store platform and want referrals to run themselves.

Referral Rock

Referral Rock is the most relevant competitor here because it is explicitly built for service and B2B businesses rather than ecommerce — offline referrals, partner programmes, manual conversion tracking.

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Geekflare listed its Operator plan at $250 a month in October 2026, with a trial. That is a serious commitment, and it buys flexibility and support that a cheap tool does not have.

For a business where a single referred customer is worth thousands, $250 a month is easily justified. For a business where a customer is worth eighty dollars, it is not.

Pick this one if: your referrals are offline and high-value, and the programme is important enough to justify a real budget.

NiceJob

NiceJob comes at this from reviews rather than referrals, which for many local businesses is the right order — reviews bring strangers, referrals bring friends of customers, and most local businesses leak more revenue on the first.

Per Geekflare in October 2026, its Starter tier at $75 a month covers reviews, with referral campaigns appearing in the Pro tier at $125 a month.

If you buy it for referrals alone you are paying for a review platform you may not use.

Pick this one if: you are a local service business and you know your review profile is weaker than your word of mouth.

WHERE REFER & EARN IS THE WRONG CHOICE

If any of these describes you, buy one of the others instead. You will be happier and I would rather tell you now than take your money.

- You run an online store on Shopify or similar. The ecommerce tools integrate properly and fire automatically; that automation is worth the percentage.
- Your referral programme needs partner tiers, approval workflows and someone managing it full time. That is Referral Rock.
- Your actual problem is that you have eleven reviews and your competitor has four hundred. Fix reviews first.
- You want referral tracking inside a CRM you already run. Check whether yours includes it before buying anything.

WHAT ACTUALLY MAKES REFER & EARN DIFFERENT

The clearest difference is the money. Refer & Earn is a flat monthly fee and takes no percentage of referred sales. Across the category that is unusual: the cheap tools take a cut, and the tools that do not take a cut start at well over a hundred dollars a month.

Work it through on your own numbers. A business doing a few thousand dollars a month in referred work pays a percentage-based tool far more than a flat fee, and pays a professional-tier tool far more again. The flat fee wins across a wide middle band — which happens to be where most local businesses live.

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The second difference is that it assumes the referral happens in person. The personal QR code exists because a customer showing a neighbour their phone is the actual mechanism in a local business, not a share button in an order confirmation email.

The third is the wallet and leaderboard. Making the reward visible is what keeps a programme alive after the first month, and it is the part most tools treat as an afterthought.

The honest limit

There are no deep ecommerce integrations. If your business is an online store, the automatic firing on purchase is exactly what you want and you should buy a tool built for it.

It is also a young product without the years of refinement behind ReferralCandy or Referral Rock. If you want something thoroughly proven, that is a fair reason to pay more.

HOW TO DECIDE

Answer these about your own business. The answers point at one of the four.

- Do your referrals happen online at checkout, or in person?
- What is a referred customer worth to you? That number decides what you can sensibly spend.
- Run the arithmetic: percentage of referred sales versus flat fee, on your real volume.
- Do you have a review problem that is bigger than your referral problem?
- Who will actually run the programme after month one?

YOUR QUICK REVIEW

- ☐ I know what a referred customer is worth.
- ☐ I compared percentage-based pricing against a flat fee on my own numbers.
- ☐ I know whether my referrals happen online or in person.
- ☐ I know whether reviews are the bigger gap.
- ☐ I know who owns the programme after launch.

WHERE THESE NUMBERS CAME FROM

Everything stated about the other three products comes from the sources below, on the dates shown. Nothing here is from memory and nothing is estimated.

- Geekflare, "10 Best Referral Program Software," published 21 October 2026 and updated 25 October 2026 — plan structures and pricing for ReferralCandy, Referral Rock and NiceJob.
- Refer & Earn pricing: acrossthetable.biz/refer-and-earn/, read from the site’s own published pricing data.

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- All three vendors publish current pricing on their own sites; check before buying.

Pricing pages change without notice. Before you buy anything in this guide, including mine, open the vendor's own pricing page and check.

ADDITIONAL RESOURCES

Product	Where to find it	What it is for
ReferralCandy	referralcandy.com	Shopify and other online stores
Referral Rock	referralrock.com	Service businesses with a real referral programme and someone to run it
NiceJob	nicejob.com	Local service businesses whose bigger problem is reviews
Refer & Earn	acrossthetable.biz/refer-and-earn/	A local or service business whose customers refer in person
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which job to fix first, before you buy anything.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

The knowledge article on filling the pipeline covers where referrals sit among the other ways customers find you.

Business Connect captures the contacts you meet in person, which is the front end of the same problem.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

Questions: info@acrossthetable.biz · 480-582-4716

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