

[Date]

[Referral Partner Name]
[Partner Company Name]
[Address]
[City, State, Zip Code]

Subject: Annual Renewal and Performance Assessment of Referral Agreement

Dear [Partner Contact Name],

This letter serves as a formal notice regarding the annual renewal and performance assessment of the Referral Agreement entered into on [Original Agreement Date] between [Your Company Name] and [Partner Company Name].

1. Performance Review

Over the past year, our records indicate the following activity under this agreement:

- Total Referrals Received: [Number]
- Converted Referrals: [Number]
- Total Commissions Paid: [Amount]

2. Renewal Terms

Based on our internal assessment, we are pleased to invite you to renew our partnership for another one-year term, effective [Renewal Start Date]. The terms and conditions of the original agreement shall remain in full force and effect unless otherwise modified in writing.

3. Assessment and Feedback

We value this partnership and would like to ensure it remains mutually beneficial. If there are any adjustments needed regarding the referral process, communication, or commission structures, please let us know by [Deadline Date].

4. Next Steps

To confirm your intent to renew, please sign and return the acknowledgment section below. If we do not receive a response by [Date], the agreement will [auto-renew/terminate] as per the provisions in Section [Number] of our original contract.

Thank you for your continued collaboration.

Sincerely,

[Your Name]
[Your Title]
[Your Company Name]

Acknowledgment of Renewal

I, [Partner Name], acting on behalf of [Partner Company Name], hereby agree to the renewal of the Referral Agreement for the upcoming term.

Signature: _____ Date: _____