

# BUSINESS RELATIONSHIP ANALYSIS

## Tosh's Urban Garden!" We buy any house

2 Relationships Identified

### BUSINESS PROFILES

#### Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

#### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

### REFERRAL 1/2

75% conf

## Tosh's Urban Garden!" We buy any house

#### Reasoning:

Both businesses target health-conscious individuals, albeit from different perspectives. Tosh's Urban Garden can refer clients who are moving or looking to declutter their homes, while We Buy Any House can recommend natural health solutions for sellers who are stressed about their situations.

#### Value Proposition:

Increased customer base for both businesses, potentially leading to an additional 20% in client referrals for each business.

#### Collaboration Example:

Tosh's Urban Garden could create a 'Healthy Home' package for clients of We Buy Any House, offering a discount on herbal products with every home sale. For instance, if a family sells their house through We Buy Any House, they receive a gift card for \$50 towards Tosh's products, creating a positive selling experience and promoting natural health.

#### Synergy Potential:

This pairing uniquely enhances the selling experience for distressed homeowners by addressing both their immediate financial needs and their wellness concerns, setting them apart from typical real estate transactions.

**Action Items:**

1. Develop a joint marketing strategy to promote the 'Healthy Home' package.
2. Create a referral tracking system to monitor leads exchanged between businesses.
3. Host a community event where both businesses can showcase their offerings, encouraging cross-promotion.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

We buy any house !' Tosh's Urban Garden

**Reasoning:**

We Buy Any House frequently interacts with clients who may be experiencing stress due to home sales. They can refer these clients to Tosh's Urban Garden for herbal products that promote relaxation and wellness during the moving process.

**Value Proposition:**

Potential for We Buy Any House to add value to their client interactions, enhancing customer satisfaction and possibly leading to 15% increased referrals to Tosh's Urban Garden.

**Collaboration Example:**

We Buy Any House could provide new homeowners with a welcome package that includes a sample of Tosh's herbal teas and a coupon for their products. This not only adds value to their service but also introduces new clients to the benefits of natural health products, creating a nurturing environment as they transition into their new homes.

**Synergy Potential:**

This relationship leverages the emotional and physical stress of moving, providing holistic support to clients through both real estate and health, making the transition smoother and more positive.

**Action Items:**

1. Create a simple referral agreement that outlines benefits for both parties.
2. Design a welcome package that includes Tosh's products for new home buyers.
3. Train We Buy Any House agents on the benefits of Tosh's offerings to enable effective referrals.

Value: MEDIUM

MUTUAL BENEFIT