

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Grayland

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Grayland!" Be Present Detalles

Reasoning:

Grayland's target market includes commercial lenders and property owners, many of whom may also be interested in high-end events or experiences provided by Be Present Detalles. Additionally, Be Present Detalles can refer clients needing commercial real estate appraisal services for their corporate events or venues.

Value Proposition:

Both businesses can enhance their client portfolios by tapping into each other's networks, potentially generating a 20% increase in referrals based on shared customer bases.

Collaboration Example:

Grayland can refer clients who need event spaces for corporate functions or celebrations to Be Present Detalles, while Be Present Detalles can guide their clients looking to host events at commercial properties to Grayland for appraisal services. For instance, a client planning an upscale corporate retreat may need both a venue and a property appraisal, leading to commissions for both businesses.

Synergy Potential:

The relationship stands out due to the overlap in clientele; busy professionals looking for property and event solutions can be served holistically by both companies. This unique combination positions them as a one-stop-shop for high-value commercial clients.

Action Items:

1. Set up a meeting between Lauren and De'Ana to discuss mutual referral processes.
2. Create a referral agreement outlining the commission structure for both businesses.
3. Develop co-branded marketing materials that highlight both businesses' services to share with clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Be Present Detalles !' Grayland

Reasoning:

Be Present Detalles serves busy professionals and romantic couples, many of whom may be property owners or investors needing appraisal services. By referring clients needing property valuation to Grayland, Be Present Detalles can enhance service offerings and provide added value to their clients.

Value Proposition:

This relationship can increase Be Present Detalles' service offerings, potentially leading to a 15% increase in client satisfaction and repeat business.

Collaboration Example:

When a couple plans a wedding and is also looking to invest in a commercial property for future events, Be Present Detalles can refer them to Grayland for an appraisal. This can lead to a scenario where a couple spends \$2,500 on appraisal services and \$5,000 on event planning, with both companies earning a significant portion of the revenue.

Synergy Potential:

This pairing is unique as it marries the personal and professional, allowing couples and professionals to seamlessly transition from personal events to property investments, creating a comprehensive service ecosystem.

Action Items:

1. Develop a list of potential clients from Be Present Detalles who may need appraisal services.
2. Create an introductory email template for Be Present Detalles to use when referring clients to Grayland.
3. Schedule a quarterly check-in to review referral metrics and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT