

BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc !” We buy any

2 Relationships Identified

BUSINESS PROFILES

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house !’ Connections to the Nations Llc

Reasoning:

Both businesses target individuals in distressing situations, such as homeowners who need to sell quickly and community members who may be struggling financially. Business A can refer clients who need to sell distressed properties to Business B for community support services, while Business B can refer local businesses needing to sell properties to Business A.

Value Proposition:

Increased client flow for both businesses, potentially leading to 10-15 additional transactions per month for Business A and increased community engagement for Business B.

Collaboration Example:

When a homeowner approaches We Buy Any House, expressing distress over their situation, Chris can refer them to Connections to the Nations, which offers community resources and support. In return, Arlene can send local businesses looking to sell their properties to Chris, ensuring both parties benefit from a steady stream of referrals.

Synergy Potential:

This pairing is unique because it combines real estate solutions with community support, creating a holistic approach to helping distressed homeowners while also aiding local businesses.

Action Items:

1. Schedule a meeting between Chris and Arlene to discuss referral frameworks.
2. Create a joint marketing flyer highlighting both services to distribute at community events.
3. Develop a referral tracking system to monitor leads exchanged between the two businesses.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

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Reasoning:

Business B organizes community fairs that can include a housing section where Business A showcases its services. This collaboration can attract more visitors to the fair and generate leads for distressed homeowners and businesses needing to sell properties.

Value Proposition:

Potential for increased visibility for Business A during community events, leading to an estimated 20% increase in leads. Business B enhances its event with valuable content and services, attracting more attendees.

Collaboration Example:

At the next community fair organized by Connections to the Nations, Chris can set up a booth to provide free consultations for homeowners facing foreclosure. He can also give a talk on the benefits of selling distressed properties, drawing in an audience. In exchange, Business B gets more foot traffic and a more diverse range of services offered at the fair, enhancing its reputation as a comprehensive community resource.

Synergy Potential:

This partnership stands out because it leverages the community-focused approach of Business B with the urgent, service-oriented nature of Business A, creating a powerful connection that addresses both community needs and business opportunities.

Action Items:

1. Plan logistics for Chris to participate in the next community fair, including booth setup and materials.
2. Draft a written agreement outlining the terms of the collaboration, including responsibilities and expectations.
3. Prepare a marketing campaign to promote the event, highlighting Chris's participation and services.

Value: MEDIUM

MUTUAL BENEFIT