

BUSINESS RELATIONSHIP ANALYSIS

Grayland!" Jazzi's Creations

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel
Industry: Real Estate
Commercial Real Estate Appraisal

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

REFERRAL 1/2

75% conf

Jazzi's Creations!" Grayland

Reasoning:

Jazzi's Creations targets families and businesses that may also require commercial real estate services, especially when looking for new office spaces or event venues. Grayland serves commercial property owners who may be interested in corporate gifts or team-building activities.

Value Proposition:

Increased client referrals could lead to a 10-15% increase in both businesses' client bases, as they can share leads that are beneficial to each other.

Collaboration Example:

Jazzi's Creations can refer families and small businesses looking to establish a new location to Grayland for commercial real estate appraisal services. In return, Grayland can recommend Jazzi's personalized gift options to their clients for corporate events, creating a seamless referral loop that enhances both companies' offerings.

Synergy Potential:

The unique synergy lies in Jazzi's focus on personalized gifts and experiences, which can complement Grayland's professional services, particularly in creating a welcoming environment for new clients in commercial spaces.

Action Items:

1. Set up a meeting to discuss mutual referral opportunities and create a referral agreement.

2. Develop a co-branded marketing piece highlighting referral services for each business.
3. Share client case studies to illustrate successful referrals and gather testimonials.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Jazzi's Creations / Grayland

Reasoning:

Both businesses can collaborate on events that showcase Jazzi's crafting services in spaces appraised by Grayland, attracting potential clients from both sectors.

Value Proposition:

This collaboration could result in generating revenue through event fees while also promoting both businesses to new audiences, potentially increasing sales by 20% during events.

Collaboration Example:

Jazzi's Creations can organize a 'Crafting for Corporate' event at a commercial property appraised by Grayland. Local businesses can come together for a networking session while crafting their own corporate swag, with Grayland providing insights into the property market. Jazzi earns \$1,000 from the event fees, and Grayland generates leads from local businesses interested in leasing or investing.

Synergy Potential:

This pairing is unique as it blends the creative aspect of Jazzi's offerings with the professional, analytical approach of Grayland, providing a complete environment for corporate engagement.

Action Items:

1. Identify suitable commercial properties owned by Grayland for hosting events.
2. Design a promotional campaign targeting businesses interested in team-building workshops.
3. Schedule the first collaborative event within the next month to build momentum.

Value: HIGH

MUTUAL BENEFIT