

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings!" We buy any house

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

Contact: James Robinson  
Industry: Health & Wellness  
Personal Training & Sports Massage Therapy

#### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

### REFERRAL 1/2

80% conf

We buy any house!" Jamz Trainings

#### Reasoning:

Both businesses target individuals in need of support during significant life transitions. Business A focuses on distressed property sales, while Business B caters to middle-aged individuals, likely experiencing lifestyle changes or seeking wellness solutions. Referring clients between the two can enhance service offerings.

#### Value Proposition:

By referring clients, both businesses can increase their customer base by approximately 20%, as clients looking to sell their homes often require wellness services during stressful transitions.

#### Collaboration Example:

Chris Moore could set up an arrangement where he refers clients needing wellness services to Jamz Trainings, offering a discount for first-time sessions. In return, James Robinson can promote We Buy Any House in his training sessions, providing flyers and offering special rates for his clients who need to sell their homes, creating a steady referral loop.

#### Synergy Potential:

This partnership is unique because it combines real estate and wellness, addressing both physical and emotional needs during stressful life changes, thereby enhancing customer experiences in both fields.

**Action Items:**

1. Draft a referral agreement outlining the terms of client referrals between both businesses.
2. Create promotional materials highlighting the partnership for both businesses to distribute.
3. Schedule a joint meeting to brainstorm additional ways to support each other's client base.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Jamz Trainings!' We buy any house

**Reasoning:**

Jamz Trainings serves a demographic that may include individuals facing life transitions, such as selling a home. By referring clients to We Buy Any House, they can assist those needing to sell properties while also promoting their own services to those who may need wellness support.

**Value Proposition:**

Through cross-referrals, both businesses can expect a 15-25% increase in clientele, as individuals in transition often seek both home solutions and personal wellness.

**Collaboration Example:**

James Robinson can include a brief segment about We Buy Any House in his training sessions, emphasizing the importance of selling homes quickly for clients who may be moving or downsizing, and provide discount vouchers for We Buy Any House services, encouraging clients to reach out. This not only increases visibility for Business A but also fosters community support.

**Synergy Potential:**

This pairing is special as it addresses both the physical and emotional challenges faced by clients during transitions, making them feel supported in multiple areas of their lives.

**Action Items:**

1. Create a flyer or pamphlet that outlines the referral process and benefits for Jamz Trainings clients.
2. Organize a wellness workshop that includes information on home selling, featuring We Buy Any House as a key sponsor.
3. Set up a tracking system to measure the success of referrals from Jamz Trainings to We Buy Any House.

Value: MEDIUM

MUTUAL BENEFIT