

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

80% conf

The Collective Om !” Grayland

Reasoning:

Both businesses target individuals and companies focused on growth and well-being, albeit from different perspectives. The Collective Om can refer clients looking for commercial space or investment advice to Grayland, who can, in turn, refer clients interested in holistic health services for their employees.

Value Proposition:

By exchanging referrals, both businesses can increase their customer base significantly, potentially boosting revenue by 20-30% through new client acquisitions.

Collaboration Example:

The Collective Om could create a referral program where they offer a discount on holistic health services to Grayland's clients who engage in a commercial property transaction. In return, Grayland could provide a free appraisal consultation to clients referred by The Collective Om. This cross-promotion could lead to 10 new clients for each business in the first quarter.

Synergy Potential:

The unique synergy lies in their complementary services; wellness and real estate both contribute to personal and professional growth, making referrals feel more holistic to clients.

Action Items:

1. Develop a referral agreement detailing benefits for both parties.
2. Create promotional materials highlighting the referral program for clients.
3. Schedule a joint networking event to introduce both client bases to each other.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

75% conf

Grayland !' The Collective Om

Reasoning:

Grayland can offer wellness workshops or seminars for property owners or commercial clients, promoting The Collective Om's services while enhancing their own client offerings.

Value Proposition:

This collaboration could lead to increased service uptake for The Collective Om and enhance Grayland's reputation as a holistic partner in real estate, potentially adding \$10,000 in revenue from workshops and services.

Collaboration Example:

Grayland could host a 'Wellness in the Workplace' seminar in one of their commercial properties, inviting local business owners to attend. The Collective Om could lead the session, providing valuable insights on wellness practices that improve employee productivity. For every business that signs up for a wellness package afterwards, Grayland gets a commission.

Synergy Potential:

Combining real estate with wellness creates a unique market position that addresses the growing interest in employee well-being, making both businesses stand out in their respective industries.

Action Items:

1. Identify suitable properties for hosting wellness workshops.
2. Create a joint marketing plan to promote the seminar series.
3. Establish a feedback loop to assess the success of the workshops and adjust offerings accordingly.

Value: MEDIUM

MUTUAL BENEFIT