

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

80% conf

Grayland!" Be Present Detalles

Reasoning:

Grayland's target market includes commercial lenders and property owners, who may also be in need of event planning services for corporate functions or property showcases that Be Present Detalles provides. This makes them complementary without competing for the same clientele.

Value Proposition:

By referring clients to each other, both businesses can tap into new customer bases; Grayland can enhance its service offering while Be Present Detalles can access commercial clients.

Collaboration Example:

Grayland can refer its commercial clients who require event planning for property launches or corporate meetings to Be Present Detalles. For instance, if a property owner is showcasing a new office space, Grayland can suggest Be Present to plan the event, and they could negotiate a 10% referral fee for each client referred.

Synergy Potential:

The synergy arises from their distinct yet overlapping clientele; Grayland's real estate insights combined with Be Present's event expertise create a seamless experience for commercial property owners looking to host high-profile events.

Action Items:

1. Set up an initial meeting between Lauren and De'Ana to discuss referral terms.
2. Create a referral agreement outlining the commission structure.
3. Develop joint marketing materials promoting the partnership and shared services.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles |' Grayland

Reasoning:

Be Present Detalles serves busy professionals and gift givers who may also be in the market for commercial real estate services, particularly as part of corporate gifting or professional relocations.

Value Proposition:

Referring clients between the two businesses can increase leads for both; Be Present can offer clients a unique gift option of real estate consultations, while Grayland can gain access to professionals who may need appraisal services.

Collaboration Example:

When Be Present Detalles organizes a corporate retreat, they could include a real estate consultation as an exclusive giveaway for participants. Be Present would refer clients to Grayland, who would provide a \$500 consultation for potential commercial property investments, with Be Present earning a referral fee.

Synergy Potential:

This relationship uniquely combines the appeal of engaging experiences with strategic business decisions, providing value to clients who are looking for both memorable events and sound investments.

Action Items:

1. Arrange a workshop where Grayland presents real estate investment opportunities at one of Be Present's events.
2. Develop a co-branded gift package that includes a consultation with Grayland for Be Present's high-profile clients.
3. Launch a social media campaign highlighting successful collaborations and referral success stories.

Value: MEDIUM

MUTUAL BENEFIT