

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house!" Simple Creations By T

Reasoning:

Both businesses serve individuals in distressing situations, though from different angles. We Buy Any House targets homeowners needing to sell quickly, while Simple Creations By T offers personalized gifts that could appeal to those celebrating new beginnings after a home sale.

Value Proposition:

By referring clients to each other, both can expand their customer bases, potentially resulting in an additional 10-15% revenue increase through cross-promotion.

Collaboration Example:

When We Buy Any House helps a homeowner who has just sold their property, they can refer them to Simple Creations By T for customized farewell gifts or housewarming items. For instance, if a client sells their home and wants to celebrate, We Buy Any House provides a referral card for Simple Creations, who then creates a bespoke gift package that the client can send to their friends. This could generate \$300 in sales for Simple Creations while enhancing the service experience for the home seller.

Synergy Potential:

This partnership is unique because it combines the emotional journey of selling a home with personalized gift-giving, positioning both businesses as supportive and thoughtful during a significant life transition.

Action Items:

1. Create a referral program where We Buy Any House provides clients with discount cards for Simple Creations.
2. Host a joint event where clients can meet both businesses and learn about services, like a 'New Beginnings' workshop.
3. Set up a monthly check-in to share client feedback and success stories to refine referral strategies.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! We buy any house

Reasoning:

Simple Creations By T can refer clients who are moving or transitioning to new homes to We Buy Any House, particularly if they know of anyone looking to sell a distressed property quickly.

Value Proposition:

This relationship could lead to increased referrals for We Buy Any House, potentially bringing in an additional \$20,000 in sales from new clients annually.

Collaboration Example:

When Simple Creations By T completes a custom order for a client leaving Jacksonville, they can provide information about We Buy Any House to the client in case they need to sell their home quickly. If a client refers someone who sells their home through We Buy Any House, Simple Creations could earn a referral fee based on the sale, turning a simple transaction into a collaborative revenue stream.

Synergy Potential:

This pairing is special because it integrates the emotional aspect of gift-giving with the practical need of selling a home, enhancing the customer experience and providing a seamless transition for clients.

Action Items:

1. Develop a referral agreement where Simple Creations receives a fee for any client referred who successfully sells a property.
2. Create promotional materials that both businesses can distribute, highlighting how they can assist clients during transitions.
3. Organize a joint marketing campaign that highlights both services, focusing on the theme of new beginnings.

Value: MEDIUM

MUTUAL BENEFIT