

# BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release !” We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

## REFERRAL 1/2

75% conf

We buy any house !’ Relax Relate & Release

### Reasoning:

Both businesses target individuals who may be experiencing financial stress. Clients of We Buy Any House who are selling distressed properties could also benefit from the stress-relief services offered by Relax Relate & Release, especially if they are facing emotional strain from their situation.

### Value Proposition:

Increased client referrals can lead to a potential 15% uptick in sales for both businesses as they tap into each other's client bases.

### Collaboration Example:

We Buy Any House could provide Relax Relate & Release with a list of clients they assist in selling their homes. In return, Relax Relate & Release could offer discounted massage therapy sessions to these clients, enhancing their emotional well-being during a tough transition. This could result in 10 new clients per month for Relax Relate & Release at an average session fee of \$75, generating \$750 in additional monthly revenue.

### Synergy Potential:

This pairing is unique because it combines real estate with mental health support, addressing the holistic needs of distressed homeowners, which is often overlooked in the real estate market.

**Action Items:**

1. Set up a meeting between Chris Moore and Hazel Lee to discuss mutual referral strategies.
2. Create a joint flyer that promotes Relax Relate & Release's services to We Buy Any House clients.
3. Implement a tracking system to monitor referral conversions and adjust the partnership strategy as needed.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Relax Relate & Release !' We buy any house

**Reasoning:**

Relax Relate & Release targets veterans and individuals who may be dealing with psychological and emotional issues. Many of these clients may also be in need of selling their homes for financial reasons, making We Buy Any House a suitable referral option.

**Value Proposition:**

By referring clients to We Buy Any House, Relax Relate & Release can enhance their service offering while potentially receiving a referral fee, thus increasing revenue streams.

**Collaboration Example:**

Relax Relate & Release could distribute business cards for We Buy Any House in their waiting area, ensuring that veterans seeking to sell their homes are informed of Chris Moore's services. Additionally, for every referral that leads to a sale, Relax Relate & Release could negotiate a \$500 referral fee, which may lead to several sales per month given their consistent veteran clientele.

**Synergy Potential:**

This partnership is special because it brings together wellness and real estate in a way that directly addresses the struggles veterans face, creating a support network that enhances both businesses' missions.

**Action Items:**

1. Hazel Lee will contact Chris Moore to negotiate a referral fee agreement.
2. Develop promotional materials that highlight We Buy Any House services specifically for veterans.
3. Organize a special event where Relax Relate & Release clients can learn about home-selling options, featuring Chris Moore as a guest speaker.

Value: MEDIUM

MUTUAL BENEFIT