

BUSINESS RELATIONSHIP ANALYSIS

We buy any house!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

We buy any house

Contact: Chris Moore
Industry: Professional Services
Buy distressed properties

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

We buy any house!" WhitBits Cookies

Reasoning:

Both businesses target individuals involved in real estate transactions and events. Business A deals with people needing to sell their homes, while Business B targets corporate professionals and event planners who may have clients needing catering services for events.

Value Proposition:

Business A can refer clients who are celebrating a successful sale or moving to their new home, enhancing the cookie company's customer base, while Business B can refer clients looking for quick home sales to Business A, creating a revenue stream.

Collaboration Example:

Whenever We Buy Any House successfully purchases a property, they send a referral to WhitBits Cookies to provide a celebratory cookie delivery to the new homeowners. For instance, after closing on a distressed property, Chris shares Whitney's information with the new homeowners to celebrate their fresh start, resulting in a \$200 order for custom cookies and potential repeat business as those homeowners share their positive experiences.

Synergy Potential:

This pairing is unique because it combines the emotional aspect of selling a home with the celebratory nature of cookies, creating a memorable experience that enhances customer satisfaction for both businesses.

Action Items:

1. Develop a referral program where each business shares contact details and offers discounts to referred clients.
2. Create a joint marketing campaign highlighting the relationship, focusing on new homeowners enjoying celebratory cookies.
3. Set up a meeting to discuss specific referral processes and create promotional materials for each business.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

WhitBits Cookies! We buy any house

Reasoning:

WhitBits Cookies caters to corporate events and gatherings, which often include clients or employees moving or buying homes. They can refer clients needing quick home sales to Business A, expanding their market reach.

Value Proposition:

WhitBits can provide We Buy Any House with leads from event planners or corporate managers who may know people needing immediate home sales, while also enhancing their event offerings with cookie deliveries.

Collaboration Example:

When planning a corporate event, Whitney learns that one of her clients is downsizing and needs to sell their home quickly. She refers them to Chris at We Buy Any House, which results in a quick sale. In return, Chris orders cookies for the corporate event, generating a \$300 order and increasing visibility for both businesses.

Synergy Potential:

This partnership stands out as it connects the real estate market with corporate events, creating a unique channel for referrals that benefits both businesses in unexpected ways.

Action Items:

1. Create a flyer outlining the referral relationship to distribute at corporate events.
2. Host a networking event where both businesses can showcase their services and connect with potential clients.
3. Develop a joint promotional offer that incentivizes referrals, such as discounts on future orders for each successful referral.

Value: MEDIUM

MUTUAL BENEFIT