

BUSINESS RELATIONSHIP ANALYSIS

Grayland!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house!" Grayland

Reasoning:

Both businesses serve the real estate market but target different client segments. 'We buy any house' focuses on distressed residential properties, while Grayland specializes in commercial real estate appraisal. They can refer clients to each other without competing.

Value Proposition:

Increased lead generation for both businesses, potentially adding 10-15% more clients in their respective markets.

Collaboration Example:

When 'We buy any house' encounters a distressed commercial property during their acquisitions, they can refer the owner to Grayland for appraisal services. In return, if Grayland meets a commercial client needing to liquidate distressed properties, they can refer them to 'We buy any house.' This results in a steady flow of referrals, increasing their customer bases significantly.

Synergy Potential:

This partnership uniquely combines residential and commercial real estate services, allowing both businesses to provide comprehensive solutions to clients in distress, enhancing their market visibility and reputation.

Action Items:

1. Set up a referral agreement detailing the process and incentives for each referral.

2. Host a joint informational webinar about distressed property management targeting both residential and commercial clients.
3. Create a shared marketing piece highlighting their combined services and how they can assist clients in various real estate situations.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Grayland!' We buy any house

Reasoning:

Grayland's network of commercial lenders and tax/legal professionals often deals with distressed property situations. They can refer clients who need to sell their distressed properties to 'We buy any house', creating a mutually beneficial referral system.

Value Proposition:

Potentially increase revenue by tapping into 'We buy any house's client base, leading to an additional 10-20% in new client acquisitions.

Collaboration Example:

During a routine appraisal for a commercial client facing foreclosure, Grayland identifies that the property could be sold quickly to 'We buy any house'. Grayland refers the distressed owner to Chris, ensuring the owner receives a fair cash offer swiftly while earning a referral fee from the transaction.

Synergy Potential:

This relationship leverages Grayland's established connections in the commercial sector to funnel distressed property sellers directly to 'We buy any house', solidifying both companies as go-to resources in their respective fields.

Action Items:

1. Develop a formal referral program with incentives for each successful client referral.
2. Schedule quarterly meetings to discuss potential leads and client needs.
3. Create joint content for social media and newsletters highlighting the benefits of quick property sales and appraisals.

Value: MEDIUM

MUTUAL BENEFIT