

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

80% conf

Jamz Trainings !” Grayland

Reasoning:

Jamz Trainings targets middle-age recreational athletes who may own or be interested in commercial properties, making them potential clients for Grayland's real estate services. Conversely, Grayland's clients, such as property owners, may benefit from wellness services to maintain their health, creating a natural referral channel.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base significantly, potentially increasing revenue by up to 30% in the next quarter.

Collaboration Example:

Jamz Trainings can provide Grayland with a brochure offering free personal training sessions for property owners who engage in a new commercial appraisal. In return, Grayland hands out Jamz's promotional materials during property evaluations, ensuring both businesses tap into each other's client networks effectively. For instance, if Grayland appraises a community center, they can suggest their clients attend a free training session at Jamz, driving new customers.

Synergy Potential:

The unique synergy lies in their overlapping target markets; recreational athletes often have a vested interest in real estate as property owners or renters, which is not typically addressed by either industry alone.

Action Items:

1. Create a co-branded flyer that highlights referral benefits for both businesses.
2. Set up a meeting to discuss client profiles and identify specific referral opportunities.
3. Launch a referral program where each successful referral earns a discount on services for both parties.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Grayland !' Jamz Trainings

Reasoning:

Grayland's clientele, which includes property owners and commercial lenders, often have an interest in health and wellness services, particularly in managing stress and maintaining health. Referring these clients to Jamz Trainings can enhance their well-being, while also providing Jamz with more exposure.

Value Proposition:

By establishing a referral relationship, Grayland can offer added value to their clients, while Jamz can gain a steady influx of new leads, potentially increasing their client base by 20% over the next six months.

Collaboration Example:

For every new client that Grayland refers to Jamz, they receive a discount on their appraisal services. For example, if a commercial property owner is referred to Jamz for personal training, they get a 10% discount for the first three sessions, while Grayland receives a discount on their next appraisal. This mutually beneficial arrangement encourages ongoing referrals.

Synergy Potential:

This pairing is unique because it combines the health and wellness focus of Jamz with the business-centric approach of Grayland, creating a holistic service experience that appeals to health-conscious property owners.

Action Items:

1. Draft a referral agreement outlining the terms of the discount for both businesses.
2. Host an informational session for Grayland's clients on the benefits of personal training and wellness.
3. Develop a shared online form for easy client referrals between both businesses.

Value: HIGH

MUTUAL BENEFIT