

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel
Industry: Real Estate
Commercial Real Estate Appraisal

MyahnArt LLC

Contact: Myah Freeman
Industry: Marketing & Design
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

VENDOR 1/2

80% conf

MyahnArt LLC !’ Grayland

Reasoning:

MyahnArt LLC can provide custom artwork and live painting services to enhance the aesthetics of Grayland's commercial real estate properties. This adds unique value to Grayland's offerings and helps them differentiate their properties in a competitive market.

Value Proposition:

By incorporating MyahnArt's services, Grayland can increase the appeal of their properties, potentially leading to faster leasing and higher rental rates, estimated at a 10-20% increase in property visibility and tenant interest.

Collaboration Example:

For instance, Grayland could hire MyahnArt to create a stunning mural in the lobby of a new commercial building. This not only beautifies the space but also serves as an attractive backdrop for prospective tenants during open houses, leading to a quicker leasing process.

Synergy Potential:

The unique pairing of artistic creativity with real estate enhances the customer experience for both businesses. MyahnArt's focus on aesthetics aligns perfectly with Grayland's goal of maximizing property appeal, creating a compelling narrative for potential tenants.

Action Items:

1. Schedule a meeting between Myah Freeman and Lauren Hubel to discuss specific properties that could benefit from artistic enhancements.
2. Develop a proposal outlining the types of artwork that could be integrated into Grayland's properties, including estimated costs and timelines.
3. Create a marketing plan to promote the enhanced properties featuring MyahnArt's work, targeting local businesses and potential tenants.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland! MyahnArt LLC

Reasoning:

Grayland serves commercial property owners and event planners, who may also be in need of unique artwork or live painting for their spaces or events. Referring MyahnArt could create additional value for Grayland's clients.

Value Proposition:

By referring MyahnArt's services, Grayland can enhance its client offerings, leading to increased customer satisfaction and potential referral fees, estimated at an additional 5-10% in service revenue.

Collaboration Example:

When Grayland is working with a client who is renovating their office space, they could recommend MyahnArt for a custom mural that reflects the company's brand. Grayland can earn a referral fee of 10% on the project, while the client benefits from unique, tailored artwork.

Synergy Potential:

This relationship is unique because it allows Grayland to provide a holistic service to their clients, combining real estate needs with aesthetic enhancements, positioning them as a one-stop solution in the commercial space.

Action Items:

1. Create a list of potential clients that may benefit from custom artwork and share it with MyahnArt.
2. Develop a referral agreement that outlines the terms and potential commissions for referrals made by Grayland.
3. Host a joint event showcasing both businesses, where Grayland can present real estate options while MyahnArt showcases their artwork.

Value: MEDIUM

MUTUAL BENEFIT