

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house!" Jamz Trainings

Reasoning:

Both businesses target individuals in distressful situations, notably homeowners who might be experiencing financial difficulties. Business A can refer clients who are in need of physical and mental wellness support, particularly those who may have sold their homes and are looking to improve their overall health.

Value Proposition:

By referring clients, Business A can help its customers transition into a healthier lifestyle post-sale, while Business B gains access to a niche market of motivated clients seeking personal training and wellness.

Collaboration Example:

We Buy Any House could establish a referral program where they provide Jamz Trainings with leads of clients who have recently sold their homes. For instance, after closing a sale, We Buy Any House sends a personalized email to the seller, introducing Jamz Trainings and offering a free initial consultation for personal training. If the referral leads to a client enrolling in a program, We Buy Any House could earn a referral fee of \$100.

Synergy Potential:

This pairing stands out because it not only addresses the immediate needs of distressed homeowners but also promotes their mental and physical wellbeing, creating a holistic support system during a significant life transition.

Action Items:

1. Develop a referral agreement outlining commission structures for successful client enrollments.
2. Create co-branded marketing materials to distribute to We Buy Any House clients post-sale.
3. Schedule a meeting to discuss the specific wellness needs of the target market, ensuring personalized referrals.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Jamz Trainings !' We buy any house

Reasoning:

Jamz Trainings serves a demographic that often includes homeowners within HOA communities, which aligns with potential sellers of distressed properties. They can refer clients who might be looking to sell due to health-related reasons or financial stress.

Value Proposition:

By referring clients who may need to sell their homes, Jamz Trainings can enhance their service offerings while providing clients with crucial assistance during difficult transitions, all while earning a referral fee.

Collaboration Example:

Jamz Trainings could integrate a 'Home Selling Wellness Package' for clients who express a need to move for health reasons. For every client who enrolls in the package, Jamz could refer them to We Buy Any House for a quick home sale, earning a \$100 referral fee when the sale closes. This package could include stress management training and physical fitness programs aimed at reducing the burden of selling a home.

Synergy Potential:

This unique collaboration addresses the emotional and physical challenges of home selling, ensuring that clients not only find a solution for their housing needs but also maintain their health during the transition.

Action Items:

1. Establish a formal referral program with clear benefits for both parties.
2. Create a joint marketing campaign focusing on health and wellness benefits during home sales.
3. Host a workshop in HOA communities discussing the importance of health during life transitions, featuring both businesses.

Value: MEDIUM

MUTUAL BENEFIT