BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !" We buy any house

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC
Contact: Paulette Orr
Industry: Logistics
General freight services and dispatching service.

We buy any house
Contact: Chris Moore
Industry: Professional Services
Buy distressed properties

REFERRAL 1/2
75% conf

JPO Logistics LLC !' We buy any house

Reasoning:

JPO Logistics has a target market of shippers and owner-operators who may also have real estate interests, such as commercial properties or need for storage solutions. We Buy Any House targets individuals needing to sell properties, which can overlap with JPO's clientele who might require logistics for moving goods or relocating.

Value Proposition:

By referring clients to each other, JPO Logistics could access new clients needing logistics for their properties, while We Buy Any House can gain leads on sellers who may also require moving services, enhancing their sales opportunities.

Collaboration Example:

If JPO Logistics identifies clients needing to relocate after selling a property through We Buy Any House, they can refer these clients to We Buy Any House while also providing them with discounted moving and logistics services. For example, JPO could create a brochure offering moving discounts for those selling their properties to We Buy Any House, creating a streamlined process for clients.

Synergy Potential:

The unique synergy lies in the complementary nature of logistics and real estate; JPO can facilitate the logistics needs of We Buy Any House's sellers, while We Buy Any House can help JPO's clients who may be looking for property solutions, thus creating a seamless service experience for overlapping customer bases.

Action Items:

1. Set up a meeting between Paulette Orr and Chris Moore to discuss referral structures.
2. Develop a joint promotional brochure outlining services and potential discounts for referred clients.
3. Create a tracking system to monitor referred clients and measure conversion rates.

Value: MEDIUM   **MUTUAL BENEFIT**

REFERRAL 2/2

70% conf

We buy any house !' JPO Logistics LLC

Reasoning:

We Buy Any House often works with clients who need to sell quickly due to financial distress, which may lead them to require transportation services for their belongings. JPO Logistics can be recommended to these clients to assist with moving their items efficiently.

Value Proposition:

We Buy Any House can enhance its service offering by referring its clients to JPO Logistics for their moving needs, potentially increasing customer satisfaction and loyalty, while JPO can gain a new stream of business.

Collaboration Example:

When We Buy Any House purchases a distressed property, they can refer the seller to JPO Logistics for moving services, ensuring a smooth transition for the seller. For instance, if a seller has to vacate a property within a week, We Buy Any House can provide JPO's contact information and negotiate a discounted rate for the seller, leading to a quick and hassle-free move.

Synergy Potential:

This partnership is particularly strong because it addresses the immediate needs of distressed sellers who are looking for quick solutions, thereby enhancing customer experience and operational efficiency for both businesses.

Action Items:

1. Establish a referral agreement between We Buy Any House and JPO Logistics.
2. Create a simple referral form for We Buy Any House to easily connect clients with JPO Logistics.
3. Organize a joint marketing campaign to highlight the benefits of using both services for distressed property sellers.

Value: MEDIUM   **MUTUAL BENEFIT**