

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Relax Relate & Release

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

REFERRAL 1/2

75% conf

Grayland !” Relax Relate & Release

Reasoning:

Grayland's target market includes property owners, some of whom may be veterans seeking commercial properties or veterans interested in investing in real estate. Relax Relate & Release serves veterans directly, making it a natural referral point for Grayland.

Value Proposition:

By referring clients to each other, both businesses can expand their customer bases. Grayland could potentially gain 10-15 new clients per month, while Relax Relate & Release could see an increase in veterans looking for property.

Collaboration Example:

Grayland could provide Relax Relate & Release with a list of local veteran-owned businesses in need of commercial spaces. In return, Relax could promote Grayland's appraisal services in their monthly newsletters and during client sessions, ideally leading to 5 new referrals a month for both parties.

Synergy Potential:

This pairing leverages Grayland's expertise in commercial real estate with Relax's established veteran community, creating a unique niche focus that neither could achieve alone.

Action Items:

1. Set a meeting to discuss referral terms and client expectations.

2. Develop a co-branded informational flyer outlining services for veterans.
3. Launch a joint social media campaign highlighting benefits for veterans in real estate and wellness.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Relax Relate & Release !' Grayland

Reasoning:

Relax Relate & Release could offer massage therapy packages to Grayland's clients as part of a wellness incentive for property owners or commercial lenders who may be stressed from their business dealings.

Value Proposition:

Grayland could offer a unique value-add to their clients by including wellness services, potentially increasing their appeal and client retention rates. Relax could see a boost in clients through Grayland's network, leading to an estimated \$2,000 in new revenue per quarter.

Collaboration Example:

Grayland can offer a 'Wellness Package' that includes a complimentary massage session at Relax for any client who completes a property appraisal with them. This offer can be marketed through Grayland's channels, leading to a dual increase in client engagement and revenue.

Synergy Potential:

The combination of real estate appraisal services with wellness offerings creates a distinctive service that prioritizes the overall well-being of clients, setting both businesses apart from traditional competitors.

Action Items:

1. Design the wellness package details and pricing structure.
2. Create marketing materials that outline the benefits of the partnership.
3. Schedule a launch event to promote the wellness package to Grayland's clients.

Value: MEDIUM

MUTUAL BENEFIT