

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Grayland

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Communicate Design & Marketing !” Grayland

Reasoning:

Communicate Design & Marketing focuses on service businesses and non-profits, which aligns with the typical client base of Grayland. As Communicate works with founders and entrepreneurs, they can refer their clients needing commercial real estate appraisal services to Grayland.

Value Proposition:

By referring clients to Grayland, Communicate can enhance their service offerings and potentially earn referral fees, while Grayland gains access to a pool of clients seeking appraisal services.

Collaboration Example:

When a startup founder that Communicate is working with needs to appraise a property for a new office, Communicate connects them with Grayland. In return, for every successful referral, Communicate receives a 10% commission on the appraisal fee, creating a win-win situation.

Synergy Potential:

This partnership uniquely leverages Communicate's established relationships with burgeoning businesses that might require commercial spaces, thus creating a direct line of referral that neither company could efficiently reach alone.

Action Items:

1. Communicate should create a dedicated brochure highlighting Grayland's appraisal services to distribute to clients.

2. Set up a monthly meeting to discuss potential referrals and track the success of referrals made.
3. Establish a structured referral agreement detailing commission rates and payment terms.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland !' Communicate Design & Marketing

Reasoning:

Grayland serves commercial lenders and property owners who might require marketing services for their real estate listings. By referring these clients to Communicate for branding and design services, Grayland can enhance their service offering.

Value Proposition:

Grayland can improve their service portfolio by providing clients with access to marketing expertise that can help them promote properties, while Communicate gains new clients and enhances their visibility in the real estate market.

Collaboration Example:

When a property owner seeks to market their commercial property, Grayland refers them to Communicate for a comprehensive branding and website overhaul. In exchange, Grayland receives a nominal fee for every client they refer, creating a steady stream of revenue.

Synergy Potential:

This relationship is special because it combines Grayland's deep industry knowledge and clientele with Communicate's creative marketing solutions, allowing both companies to stand out in the competitive real estate market.

Action Items:

1. Grayland should identify and compile a list of clients who may need marketing assistance and share it with Communicate.
2. Develop a referral program that incentivizes Grayland to refer clients to Communicate.
3. Create joint marketing materials that showcase the benefits of both companies' services.

Value: MEDIUM

MUTUAL BENEFIT