

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

75% conf

Jamz Trainings !” Grayland

Reasoning:

Jamz Trainings and Grayland serve different target markets but share a commonality in their client demographics. Middle-age recreational athletes in HOA communities may also be property owners looking for commercial real estate services.

Value Proposition:

Jamz Trainings could refer clients interested in property investments or commercial spaces to Grayland, while Grayland can recommend Jamz Trainings to clients seeking health and wellness improvements, enhancing both businesses' customer bases.

Collaboration Example:

Jamz Trainings could create a monthly newsletter featuring wellness tips and local real estate market insights, which Grayland could sponsor. In return, for every client referred by Jamz to Grayland, Grayland offers a discount voucher for Jamz training sessions, creating a seamless referral system that benefits both.

Synergy Potential:

This partnership uniquely combines health and wellness with real estate, appealing to a demographic that values both physical fitness and property ownership, leading to a more holistic lifestyle offering.

Action Items:

1. Set up an introductory meeting to discuss referral terms
2. Create a joint marketing piece for distribution in HOA communities
3. Establish a tracking system for referrals and mutual client benefits

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Grayland !' Jamz Trainings

Reasoning:

Grayland's clientele of commercial property owners may include individuals who are also interested in personal training services, particularly as they seek to maintain health and wellness amidst their busy careers.

Value Proposition:

Grayland can refer clients who are interested in improving their personal health and fitness, potentially leading to increased revenue for Jamz Trainings, while enhancing the value of their own services by providing holistic lifestyle recommendations.

Collaboration Example:

Grayland hosts a quarterly networking event for commercial property owners, where they invite Jamz Trainings to conduct a short workshop on fitness for busy professionals. Attendees receive special offers on Jamz's services, creating direct leads and engagement for both businesses.

Synergy Potential:

By connecting health and wellness with commercial real estate, this partnership offers a unique value proposition for clients seeking to enhance both their physical health and property investments at the same time.

Action Items:

1. Identify key networking events for property owners to include Jamz's services
2. Create a promotional package for Grayland to distribute at events
3. Develop a feedback system to measure the success of referrals and events

Value: MEDIUM

MUTUAL BENEFIT