

# BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” We buy an

2 Relationships Identified

## BUSINESS PROFILES

### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

Communicate Design & Marketing !” We buy any house

#### Reasoning:

Communicate Design & Marketing targets founders and solo entrepreneurs, many of whom may need to sell properties quickly due to financial constraints. We Buy Any House serves individuals looking to sell distressed properties, making them a good fit for referrals from Communicate.

#### Value Proposition:

By referring clients to We Buy Any House, Communicate can earn referral fees, while We Buy Any House gains access to a steady stream of potential sellers, increasing their client base.

#### Collaboration Example:

Communicate can create a targeted email campaign promoting We Buy Any House's services to its clients who may be facing financial difficulties. For every referral that results in a sale, Communicate receives a \$1,000 referral fee, which could translate to significant income if they refer multiple clients.

#### Synergy Potential:

This pairing uniquely combines marketing expertise with real estate solutions, allowing Communicate to offer a comprehensive service to clients who may be navigating challenging financial situations, while enhancing We Buy Any House's visibility among a relevant audience.

**Action Items:**

1. Develop a referral agreement outlining commission structures between both businesses.
2. Create co-branded marketing materials that highlight the benefits of We Buy Any House's services for Communicate's clients.
3. Launch an initial marketing campaign targeting Communicate's existing client base to gauge interest.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

We buy any house !' Communicate Design & Marketing

**Reasoning:**

We Buy Any House could benefit from branding and marketing services provided by Communicate Design & Marketing to enhance their visibility and reach among distressed property sellers.

**Value Proposition:**

By utilizing Communicate's services, We Buy Any House could improve its branding and marketing strategy, potentially increasing sales and operational efficiency.

**Collaboration Example:**

We Buy Any House could hire Communicate to redesign their website and create targeted social media ads to attract sellers in Jacksonville. For a project fee of \$5,000, Communicate would deliver a revitalized online presence that increases inquiries by 30%, directly impacting We Buy Any House's sales.

**Synergy Potential:**

This relationship is special because it allows We Buy Any House to gain a professional edge in a competitive market by enhancing its brand image, while Communicate gains a client in the real estate sector, diversifying its portfolio.

**Action Items:**

1. Schedule a meeting between Chris Moore and Kate Reeve to discuss We Buy Any House's branding needs.
2. Prepare a proposal for We Buy Any House that outlines potential marketing strategies and associated costs.
3. Set a timeline for project delivery after agreement on services.

Value: MEDIUM

MUTUAL BENEFIT