

# BUSINESS RELATIONSHIP ANALYSIS

## The Collective Om!" We buy any house

2 Relationships Identified

### BUSINESS PROFILES

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

#### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

### REFERRAL 1/2

70% conf

## The Collective Om!" We buy any house

#### Reasoning:

The Collective Om targets women aged 20-60 focused on self-growth, who may also be in need of selling their homes due to financial difficulties. This overlap means they can refer clients to We Buy Any House when their clients face housing issues, creating a supportive network.

#### Value Proposition:

Access to a new client base for We Buy Any House, leading to potential sales and quick property turnover, while The Collective Om increases its service value by addressing housing concerns of its clients.

#### Collaboration Example:

The Collective Om could host a workshop on financial wellness and stress management, inviting Chris Moore to speak about the home-selling process. They could generate leads for We Buy Any House through this event, and in return, Chris could offer a discount on his services to attendees who mention The Collective Om, creating a tangible referral loop.

#### Synergy Potential:

Both businesses focus on helping individuals through challenging life transitions—whether it's mental health or financial stress—making their partnership particularly relevant and impactful.

**Action Items:**

1. Schedule a meeting between Ashlyn and Chris to discuss the details of the workshop.
2. Create a co-branded marketing flyer to promote the workshop to both client bases.
3. Develop a referral tracking system to measure the effectiveness of the leads generated from the workshop.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

We buy any house !' The Collective Om

**Reasoning:**

We Buy Any House serves clients who may be facing financial distress, and many of these individuals could benefit from The Collective Om's holistic health services to manage the stress involved in selling their homes. Referring clients to The Collective Om can enhance the overall service offering.

**Value Proposition:**

We Buy Any House could provide their clients with access to health services that aid in emotional and mental health during a stressful time, while The Collective Om gains new clients who are seeking self-care.

**Collaboration Example:**

As part of their client onboarding process, We Buy Any House could provide a welcome package that includes a free consultation voucher for The Collective Om's services. This approach not only adds value to their service but also helps clients cope with the stress of selling their home.

**Synergy Potential:**

This relationship uniquely combines real estate services with health and wellness, addressing both physical and emotional needs during a significant life transition.

**Action Items:**

1. Draft a joint welcome package that includes referral details and counseling services.
2. Set up a monthly review to track the number of referrals and client satisfaction.
3. Develop a feedback loop where clients can share their experiences with both services to refine the offerings.

Value: MEDIUM

MUTUAL BENEFIT