

# BUSINESS RELATIONSHIP ANALYSIS

Grayland!" IV Creative

2 Relationships Identified

## BUSINESS PROFILES

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

REFERRAL 1/2

75% conf

IV Creative!" Grayland

#### Reasoning:

IV Creative specializes in content creation for local businesses, which can include real estate firms needing marketing materials. Grayland, as a commercial real estate appraisal company, interacts with property owners who may benefit from enhanced marketing strategies.

#### Value Proposition:

IV Creative can generate additional revenue by referring clients to Grayland for their appraisal needs, while Grayland can gain new clients seeking marketing services.

#### Collaboration Example:

IV Creative could refer their commercial property owner clients to Grayland for appraisal services. For instance, if a local business wants to sell a commercial property, IV Creative would connect them with Grayland, and upon successful appraisal, they could earn a referral fee of 10% from Grayland's service fee, which could amount to \$500 per referral.

#### Synergy Potential:

The unique synergy arises from IV Creative's deep understanding of local businesses and Grayland's expertise in commercial real estate, allowing for tailored marketing and appraisal services that directly meet client needs.

### Action Items:

1. Establish a formal referral agreement outlining commission structures.
2. Create a joint marketing campaign targeting local business owners considering selling or refinancing their properties.
3. Schedule a meeting to discuss potential joint workshops or webinars for local businesses on property valuation and effective marketing strategies.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

60% conf

Grayland / IV Creative

### Reasoning:

Grayland could benefit from IV Creative's content creation services to enhance their marketing materials and online presence, which is crucial in the competitive real estate market.

### Value Proposition:

By hiring IV Creative, Grayland can improve their branding and marketing efforts, potentially leading to increased client acquisition and higher appraisal requests.

### Collaboration Example:

Grayland could contract IV Creative to create a series of visually engaging brochures and social media posts showcasing their recent appraisal success stories. This could lead to Grayland attracting more clients and increasing their service inquiries by up to 20%, while IV Creative earns \$2,000 for the project.

### Synergy Potential:

The partnership leverages IV Creative's specialized marketing insight tailored to the real estate sector, enabling Grayland to stand out in a crowded market with compelling narratives and visuals.

### Action Items:

1. Grayland to outline specific marketing needs and goals for a potential project.
2. IV Creative to prepare a proposal detailing creative ideas and associated costs for Grayland's marketing materials.
3. Set a timeline for content delivery and feedback to ensure timely launch of new marketing campaigns.

Value: MEDIUM

MUTUAL BENEFIT