

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

## REFERRAL 1/2

75% conf

We buy any house!" Be Present Detalles

### Reasoning:

Both businesses target individuals facing life transitions. 'We Buy Any House' serves distressed homeowners looking to sell quickly, while 'Be Present Detalles' focuses on busy professionals and couples seeking memorable experiences. They can refer clients to each other without competing directly, enhancing both customer bases.

### Value Proposition:

Increased client referrals could lead to an estimated 10-20% increase in sales for both businesses, as they tap into each other's customer networks.

### Collaboration Example:

Chris at 'We Buy Any House' could provide De'Ana with leads of clients whose homes he buys and who may also need event planning services for moving parties or celebrations. For instance, if a client sells their home quickly, Chris refers them to De'Ana for a farewell gathering. In return, De'Ana could offer Chris a discount on event services for home-related events, generating new business for both.

### Synergy Potential:

The unique synergy lies in their complementary services; one focuses on the emotional aspect of selling a home while the other enhances life's celebrations. This creates a seamless transition for clients in a stressful time.

**Action Items:**

1. Set up a referral agreement where both businesses track and reward successful leads.
2. Create a joint marketing flyer that highlights both services, targeting homeowners in distress.
3. Schedule a monthly networking lunch to discuss potential clients and share leads.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Be Present Detalles!' We buy any house

**Reasoning:**

De'Ana's clients often include busy professionals who might be in need of quick home sales due to life changes. By referring these clients to Chris, she can play a vital role in their transition process while benefiting from a referral fee or commission.

**Value Proposition:**

This could result in a 10-15% increase in 'We Buy Any House's' monthly sales as they gain access to a niche market of clients needing quick home sales.

**Collaboration Example:**

De'Ana could identify clients who are relocating for work and need to sell their homes quickly. For example, if she has a client who is moving to a new city for a job, she can refer them directly to Chris, ensuring they receive a quick cash offer on their home, while Chris could provide De'Ana with a referral fee for every successful transaction.

**Synergy Potential:**

The pairing is unique because De'Ana's event planning can create meaningful experiences for clients selling their homes, bridging a gap between emotional support and practical needs during transitions.

**Action Items:**

1. Develop a referral system where De'Ana can easily submit leads to Chris with details on potential sellers.
2. Host an informational event that highlights both services, providing insights on the selling process and event planning.
3. Create a co-branded social media campaign that promotes both businesses, targeting individuals in transition.

Value: MEDIUM

MUTUAL BENEFIT