

# BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### IV Creative

Contact: Iliana

Industry: Marketing & Design

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

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

IV Creative!" We buy any house

#### Reasoning:

IV Creative targets local business owners, which could include homeowners looking to sell their properties. They can refer clients who need to sell distressed properties to We Buy Any House, benefiting both businesses by expanding their customer bases.

#### Value Proposition:

By referring clients, IV Creative can earn commission fees on successful sales, while We Buy Any House gains access to motivated sellers, potentially increasing their property acquisitions.

#### Collaboration Example:

IV Creative could create a targeted marketing campaign to local businesses, highlighting the benefits of selling to We Buy Any House. For example, they could design flyers and social media ads that showcase success stories of homeowners relieved by quick sales. If just three referrals lead to sales, IV Creative could earn \$1,500 in commissions while enhancing their portfolio.

#### Synergy Potential:

The unique synergy lies in IV Creative's ability to create compelling narratives around selling homes, which can drive more traffic to We Buy Any House, giving them a competitive edge in the local market.

### Action Items:

1. Schedule a meeting between Iliana and Chris to discuss referral terms and commission structures.
2. Develop a joint marketing plan that outlines specific messaging and promotional materials.
3. Launch a pilot referral campaign targeting local business owners within the next two weeks.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

60% conf

We buy any house! IV Creative

### Reasoning:

We Buy Any House could utilize IV Creative's content creation services to enhance their marketing efforts, showcasing properties and success stories effectively to attract sellers.

### Value Proposition:

By hiring IV Creative, We Buy Any House can improve their brand presence and marketing materials, potentially leading to a 20% increase in lead generation from distressed property owners.

### Collaboration Example:

We Buy Any House could contract IV Creative to create a series of video testimonials from satisfied sellers. These videos would highlight the ease of the selling process and could be used in targeted Facebook ads, driving traffic to their website. For instance, if these ads lead to 10 new contracts, the resulting sales could generate \$100,000 in revenue.

### Synergy Potential:

This partnership brings together IV Creative's storytelling expertise with We Buy Any House's real estate solutions, creating captivating marketing content that resonates deeply with potential sellers.

### Action Items:

1. Arrange an introductory meeting between Chris and Iliana to discuss potential service offerings.
2. Identify specific content needs, such as video testimonials or social media graphics.
3. Create a timeline for deliverables and set measurable goals for the marketing campaign.

Value: HIGH

MUTUAL BENEFIT