

BUSINESS RELATIONSHIP ANALYSIS

Grayland!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house !" Grayland

Reasoning:

Both businesses target individuals dealing with property issues, albeit from different angles. We Buy Any House focuses on distressed residential properties while Grayland handles commercial appraisals, making them complementary without competing directly.

Value Proposition:

By referring clients to each other, both businesses can expand their client base; We Buy Any House could earn referral fees, and Grayland gains access to potential commercial clients needing appraisals for properties that may become available post-sale.

Collaboration Example:

We Buy Any House can refer homeowners looking to sell their properties to Grayland for appraisals if they plan to convert residential properties into commercial ones. For instance, a homeowner selling a distressed property may intend to redevelop it for commercial use, and Grayland could provide the necessary appraisal for financing. They could agree on a 10% referral fee for each successful appraisal commissioned.

Synergy Potential:

This partnership is unique because it bridges the gap between residential distress and commercial opportunity, allowing both businesses to tap into new markets—residential sellers who may pivot to commercial investments.

Action Items:

1. Set up a meeting between Chris Moore and Lauren Hubel to discuss referral fees and client needs.
2. Create a simple referral agreement outlining terms and conditions and sharing client contact information.
3. Develop joint marketing materials that showcase the benefits of both services for overlapping clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland !' We buy any house

Reasoning:

Grayland's clientele includes property owners and legal professionals who may often encounter distressed properties needing quick sales. Referring these sellers to We Buy Any House can enhance service offerings for Grayland's clients.

Value Proposition:

Grayland can improve its service offering by helping clients sell distressed properties quickly, while We Buy Any House benefits from a steady stream of motivated homeowners looking for immediate sales.

Collaboration Example:

When a commercial lender refers a property owner to Grayland for appraisal, and the owner expresses urgency in selling a distressed property, Grayland can refer them to We Buy Any House. For instance, if a property owner wants to liquidate an underperforming asset, they could sell it to We Buy Any House, who can then pay a referral fee to Grayland for the lead.

Synergy Potential:

This relationship is unique as it aligns Grayland's appraisal expertise with We Buy Any House's fast sales process, creating a seamless experience for clients needing quick resolutions in property transactions.

Action Items:

1. Draft a referral agreement that establishes a fee structure for successful client leads.
2. Conduct training for Grayland's team on identifying distressed property situations to effectively refer to We Buy Any House.
3. Launch a joint email campaign targeting property owners within Grayland's network to highlight the benefits of quick sales through We Buy Any House.

Value: MEDIUM

MUTUAL BENEFIT