

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” Grayland

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Grayland

Contact: Lauren Hubel  
Industry: Real Estate  
Commercial Real Estate Appraisal

### REFERRAL 1/2

70% conf

## Enriquez Aesthetics !” Grayland

#### Reasoning:

Enriquez Aesthetics targets individuals with chronic skin conditions, who may also be commercial property owners or professionals needing appraisal services. Grayland serves commercial lenders and property owners, creating a natural crossover of clientele.

#### Value Proposition:

Increased client leads for both businesses, potentially generating an additional \$10,000 in revenue through referrals each quarter.

#### Collaboration Example:

Bianca from Enriquez Aesthetics could refer her clients with commercial properties to Lauren at Grayland for appraisals. In return, Lauren can recommend Enriquez's luxury facial treatments to her property owners, especially those looking to enhance their personal image before client meetings or events. This could easily lead to a referral exchange of 5 clients per month, enriching both businesses.

#### Synergy Potential:

The unique synergy lies in their targeting of overlapping clientele in different sectors; Enriquez Aesthetics addresses personal wellness while Grayland focuses on commercial property, leading to a holistic approach to client care.

**Action Items:**

1. Set up a meeting between Bianca and Lauren to discuss referral incentives.
2. Create a referral program where each business tracks and rewards successful leads.
3. Develop co-branded marketing materials to promote each other's services.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Grayland !' Enriquez Aesthetics

**Reasoning:**

Grayland's clients, including commercial lenders and property owners, might be interested in luxury aesthetic services to enhance their personal branding or when preparing for high-stakes meetings.

**Value Proposition:**

Potentially generating an additional 3-5 clients per month for Enriquez Aesthetics, which could translate to \$1,500-\$2,500 in revenue monthly.

**Collaboration Example:**

Lauren could introduce Enriquez Aesthetics' services during her client meetings, especially when discussing the importance of personal presentation in real estate dealings. For instance, if a property owner is preparing for an open house, she could suggest a luxury facial experience from Bianca to boost their confidence and appearance, fostering a collaborative client experience.

**Synergy Potential:**

This partnership stands out because it combines luxury personal care with professional real estate services, enhancing the overall client experience in a way neither business could achieve alone.

**Action Items:**

1. Discuss potential referral agreements during a lunch meeting.
2. Launch a joint social media campaign targeting property owners with special offers for facial treatments.
3. Host a networking event at Grayland's office where clients can learn about both services.

Value: MEDIUM

MUTUAL BENEFIT