

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !” V

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house !’ Soulfitness Studio Health and wellness center

Reasoning:

Both businesses target individuals in distress or transition phases in their lives. Business A can refer clients who need to sell their homes quickly to Business B for health and wellness support, particularly for those dealing with the stress of selling their home.

Value Proposition:

Business A could gain additional revenue through referral commissions, estimated at 10% of any services sold to referred clients from Business A, enhancing their income stream.

Collaboration Example:

If Business A identifies a seller who is emotionally stressed about their financial situation, they could refer them to Soulfitness Studio for a complimentary wellness consultation. This consultation would help the client manage stress through fitness and mental health support, and if the client signs up for a wellness package, Business A receives a referral fee.

Synergy Potential:

This pairing is unique as it directly addresses the mental and emotional well-being of individuals undergoing significant life changes, creating a holistic support system that is rarely offered by single service providers.

Action Items:

1. Establish a referral agreement where Business A receives a 10% commission on any clients referred to Business B who sign up for services.
2. Create a joint marketing campaign targeting homeowners in transition to promote the referral program.
3. Set up a quarterly meeting to review referral successes and adjust the strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Soulfitness Studio Health and wellness center !' We buy any house

Reasoning:

Soulfitness Studio targets individuals focused on health improvements, including those who may need to sell a distressed property. They could refer clients looking to downsize or transition to Business A for quick home sales.

Value Proposition:

Business B could earn a commission on referrals, enhancing their service offering while providing clients with necessary housing solutions, estimated at 10% of any successful sales.

Collaboration Example:

During a health seminar, Soulfitness Studio could identify members who are struggling financially and may need to sell their homes. They could then provide these clients with Business A's contact information, facilitating a seamless transition for health-focused individuals. If one of these clients sells their home, Soulfitness Studio receives a referral fee, thereby generating additional income.

Synergy Potential:

This relationship is distinctive as it not only connects physical wellness with financial relief but also emphasizes proactive health management for those facing housing challenges.

Action Items:

1. Draft a referral agreement with Business A to formalize the referral process and commission structure.
2. Develop joint workshops on stress management related to home selling and health, combining resources from both businesses.
3. Launch a promotional offer where clients who sell their home through Business A receive a discount at Soulfitness Studio.

Value: MEDIUM

MUTUAL BENEFIT