

# JAX Bridges

Business Relationship Analysis

December 14, 2025

## We buy any house

- Professional Services

Buy distressed properties

### Contact Information

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### TARGET MARKET

People who need to sell a house or behind on payments

### CURRENT NEEDS

Capital

## Partnership Opportunities (30)

### 1 JAX AI Agency

Technology

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (partner)

JAX AI Agency could enhance We Buy Any House's operations by implementing AI tools that streamline property evaluations and customer interactions. This partnership would leverage JAX AI's technology expertise to optimize We Buy Any House's processes, making them more efficient.

**VALUE:** Potentially save We Buy Any House up to 20% in operational costs through automation and improved customer engagement, while JAX AI gains a steady client for ongoing AI solutions.

#### > WHAT YOU PROVIDE (Referral)

We Buy Any House serves clients who may benefit from AI solutions to modernize their property selling process. Referring clients to JAX AI could enhance the selling experience and provide added value to their customer base.

**VALUE:** By referring clients to JAX AI, We Buy Any House can increase customer satisfaction and potentially charge a referral fee, while boosting JAX AI's client acquisition.

#### [!] PARTNERSHIP SCENARIO

JAX AI Agency creates an AI-driven property assessment tool for We Buy Any House, allowing them to quickly evaluate distressed properties based on data inputs such as location, market trends, and condition. This tool could reduce assessment time from days to hours, enabling We Buy Any House to close deals faster and potentially increase purchase offers by 10%.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining JAX AI's cutting-edge technology with We Buy Any House's industry knowledge, creating a tech-driven approach to real estate that is rare in the local market.

#### NEXT STEPS:

- 1 Schedule a meeting between JAX AI and We Buy Any House to discuss AI needs and specific pain points.
- 2 Develop a prototype of the AI property assessment tool and present it to We Buy Any House for feedback.
- 3 Draft a partnership agreement outlining the scope of work, revenue sharing, and project timelines.

## 2 MyahnArt LLC

Marketing & Design

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

MyahnArt serves a clientele that includes event planners and individuals who may be looking to sell properties. They could refer clients needing to sell homes to We Buy Any House, especially those with distressed properties.

**VALUE:** This referral relationship could generate a steady stream of leads for We Buy Any House, potentially resulting in 3-5 additional property acquisitions per month.

#### -> WHAT YOU PROVIDE (Collaboration)

We Buy Any House often purchases distressed properties that may require aesthetic improvements before resale. Partnering with MyahnArt LLC allows them to enhance the visual appeal of these properties, making them more attractive to potential buyers, thereby increasing their resale value.

**VALUE:** By collaborating, We Buy Any House could increase property resale values by up to 20% through improved aesthetics from MyahnArt's services, leading to potentially significant increases in profit margins.

#### [!] PARTNERSHIP SCENARIO

*We Buy Any House acquires a distressed home in a prime Jacksonville neighborhood and engages MyahnArt to create a series of vibrant murals both inside and outside the property. This transformation not only beautifies the home but also makes it a featured listing, attracting more attention at open houses. Both businesses share the additional revenue generated from the higher sale price, with a projected increase of \$15,000 in profits from the sale.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the real estate market's need for rapid aesthetic improvements with the artistic creativity of MyahnArt, leading to a compelling value proposition that neither could achieve alone.

#### NEXT STEPS:

- 1 Schedule an initial meeting to discuss specific properties that We Buy Any House is currently acquiring.
- 2 Develop a proposal outlining potential mural designs and timelines for the upcoming properties.
- 3 Create a marketing campaign featuring before-and-after images of the properties enhanced by MyahnArt to attract buyers.

## 3 Be Present Detalles

Professional Services

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Be Present Detalles caters to busy professionals and couples who may find themselves needing to sell their homes due to life changes. By referring clients who are in financial distress to We Buy Any House, they can provide added value to their clients.

**VALUE:** This relationship could lead to both businesses increasing client satisfaction, potentially resulting in a 15% boost in referrals and new clients for We Buy Any House.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target individuals in need of services related to their homes or life events. Business A's clientele may often require event planning services when celebrating the sale or transition from their old homes, while Business B

could refer clients in need of quick home sales.

**VALUE:** By referring clients to each other, both businesses can tap into new customer bases, potentially increasing sales by 20-30% through mutual referrals.

#### [!] PARTNERSHIP SCENARIO

*Chris Moore from We Buy Any House could hand out Be Present Detalles' brochures to clients looking to sell, suggesting they celebrate the transition with a personalized event. De'Ana Aguas, in turn, could recommend We Buy Any House to clients who are overwhelmed by home ownership and need to sell quickly to fund upcoming events, creating a seamless referral loop.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the emotional transition clients face when selling their homes and celebrating new beginnings, allowing both businesses to support each other through this pivotal life moment.

#### NEXT STEPS:

- 1 Create a referral agreement outlining terms and benefits for both businesses.
- 2 Develop co-branded marketing materials that highlight each other's services.
- 3 Schedule a joint meeting to discuss ways to cross-promote services at upcoming events.

## 4 JPO Logistics LLC

Logistics

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators who may often need to liquidate properties due to financial strain, while We Buy Any House targets individuals in similar situations. This creates a strong referral opportunity where JPO can direct distressed sellers to We Buy Any House.

**VALUE:** By referring clients to We Buy Any House, JPO Logistics can earn a referral fee of 5-10% per sale, potentially generating an additional revenue stream.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House meets people who are in financial distress and may require logistics services to move their belongings or transport items after a sale. They can refer clients to JPO Logistics for freight services, creating a reciprocal referral relationship.

**VALUE:** We Buy Any House can earn a referral fee for each client that utilizes JPO's logistics services, thereby enhancing their service offering and providing added value to their clients.

#### [!] PARTNERSHIP SCENARIO

*When JPO Logistics identifies a shipper who is struggling financially and may need to sell property, they can refer them to Chris at We Buy Any House. For every successful sale completed, JPO earns a \$2,500 referral fee, creating an additional revenue source while helping their clients manage their financial situations.*

#### [\*] UNIQUE SYNERGY

This partnership leverages JPO's existing relationships with shippers and owner operators who may be in distress, providing a unique channel for We Buy Any House to find clients needing their services, which is not a typical target market for real estate buyers.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining commission structures and client handoff processes.
- 2 Create marketing materials for JPO to share with their clients highlighting the real estate solutions offered by We Buy Any House.
- 3 Schedule a joint informational webinar for JPO's clients to explain how We Buy Any House can assist them in selling their properties quickly.

## 5 Jazzi's Creations

Events & Gifts

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can host workshops for clients of We Buy Any House, providing them with a creative outlet after a stressful home sale. This collaboration enhances community ties while generating income for Jazzi.

**VALUE:** Each workshop can attract around 20 participants at \$25 each, generating \$500 per session for Jazzi, while We Buy Any House can offer this as a unique benefit to their clients, strengthening their brand loyalty.

### [!] PARTNERSHIP SCENARIO

*Jazzi's Creations holds a monthly 'New Beginnings' workshop for clients of We Buy Any House, where participants create personalized home decor items. We Buy Any House promotes this workshop as part of their service, leading to a fun environment that helps recently sold homeowners engage with their new community and meet others.*

### [\*] UNIQUE SYNERGY

This pairing uniquely combines homeownership transition and personal creativity, offering a holistic solution to stress and community integration for new homeowners, which is not commonly found in traditional real estate services.

### NEXT STEPS:

- 1 Develop a monthly schedule for workshops and set pricing.
- 2 Create marketing materials to promote the workshops among We Buy Any House clients.
- 3 Evaluate the impact of workshops on client satisfaction and adjust offerings accordingly.

## 6 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (partner)

Genuines Coaching & Consulting can provide coaching and training services to We Buy Any House's employees, enhancing their skills in negotiation and customer service. This would directly benefit We Buy Any House by improving their sales process and customer interactions.

**VALUE:** By engaging Genuines, We Buy Any House could see a 20% increase in closing rates on property purchases, translating potentially to an additional \$500,000 in revenue annually based on current sales figures.

### -> WHAT YOU PROVIDE (Referral)

We Buy Any House serves clients facing financial distress, who may also need coaching services to navigate their situations. Referring clients to Genuines Coaching could provide significant value to those clients, establishing a supportive community around property transactions.

**VALUE:** By referring clients to Genuines, We Buy Any House can enhance their service offerings and potentially increase customer satisfaction, leading to higher referral rates for their own services.

### [!] PARTNERSHIP SCENARIO

*Genuines Coaching will conduct a two-day intensive workshop for We Buy Any House's sales team, focusing on advanced negotiation techniques and effective communication strategies. At the end of this training, participants will implement learned strategies in real-time with clients, boosting their confidence and resulting in a measurable increase in successful property acquisitions.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in Genuines' expertise in coaching executives and corporate teams, paired with We Buy Any House's focus on distressed properties, creating a bespoke training program that directly aligns with the challenges faced in the real estate sector.

### NEXT STEPS:

- 1 Schedule an initial meeting to discuss specific training needs and outcomes for We Buy Any House.
- 2 Develop a tailored training curriculum focusing on negotiation and customer service for We Buy Any House's team.

- 3 Implement a feedback mechanism post-training to assess improvements in sales performance.

## 7 Communikate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Communikate Design & Marketing targets founders and solo entrepreneurs, many of whom may need to sell properties quickly due to financial constraints. We Buy Any House serves individuals looking to sell distressed properties, making them a good fit for referrals from Communikate.

**VALUE:** By referring clients to We Buy Any House, Communikate can earn referral fees, while We Buy Any House gains access to a steady stream of potential sellers, increasing their client base.

### -> WHAT YOU PROVIDE (Vendor)

We Buy Any House could benefit from branding and marketing services provided by Communikate Design & Marketing to enhance their visibility and reach among distressed property sellers.

**VALUE:** By utilizing Communikate's services, We Buy Any House could improve its branding and marketing strategy, potentially increasing sales and operational efficiency.

### [!] PARTNERSHIP SCENARIO

*Communikate can create a targeted email campaign promoting We Buy Any House's services to its clients who may be facing financial difficulties. For every referral that results in a sale, Communikate receives a \$1,000 referral fee, which could translate to significant income if they refer multiple clients.*

### [\*] UNIQUE SYNERGY

This pairing uniquely combines marketing expertise with real estate solutions, allowing Communikate to offer a comprehensive service to clients who may be navigating challenging financial situations, while enhancing We Buy Any House's visibility among a relevant audience.

### NEXT STEPS:

- 1 Develop a referral agreement outlining commission structures between both businesses.
- 2 Create co-branded marketing materials that highlight the benefits of We Buy Any House's services for Communikate's clients.
- 3 Launch an initial marketing campaign targeting Communikate's existing client base to gauge interest.

## 8 Jamz Trainings

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Jamz Trainings serves a demographic that often includes homeowners within HOA communities, which aligns with potential sellers of distressed properties. They can refer clients who might be looking to sell due to health-related reasons or financial stress.

**VALUE:** By referring clients who may need to sell their homes, Jamz Trainings can enhance their service offerings while providing clients with crucial assistance during difficult transitions, all while earning a referral fee.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target individuals in distressful situations, notably homeowners who might be experiencing financial difficulties. Business A can refer clients who are in need of physical and mental wellness support, particularly those who may have sold their homes and are looking to improve their overall health.

**VALUE:** By referring clients, Business A can help its customers transition into a healthier lifestyle post-sale, while Business B gains access to a niche market of motivated clients seeking personal training and wellness.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House could establish a referral program where they provide Jamz Trainings with leads of clients who have*

*recently sold their homes. For instance, after closing a sale, We Buy Any House sends a personalized email to the seller, introducing Jamz Trainings and offering a free initial consultation for personal training. If the referral leads to a client enrolling in a program, We Buy Any House could earn a referral fee of \$100.*

#### [\*] UNIQUE SYNERGY

This pairing stands out because it not only addresses the immediate needs of distressed homeowners but also promotes their mental and physical wellbeing, creating a holistic support system during a significant life transition.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining commission structures for successful client enrollments.
- 2 Create co-branded marketing materials to distribute to We Buy Any House clients post-sale.
- 3 Schedule a meeting to discuss the specific wellness needs of the target market, ensuring personalized referrals.



80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Grayland's network of commercial lenders and tax/legal professionals often deals with distressed property situations. They can refer clients who need to sell their distressed properties to 'We buy any house', creating a mutually beneficial referral system.

**VALUE:** Potentially increase revenue by tapping into 'We buy any house's client base, leading to an additional 10-20% in new client acquisitions.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses serve the real estate market but target different client segments. 'We buy any house' focuses on distressed residential properties, while Grayland specializes in commercial real estate appraisal. They can refer clients to each other without competing.

**VALUE:** Increased lead generation for both businesses, potentially adding 10-15% more clients in their respective markets.

#### [!] PARTNERSHIP SCENARIO

*When 'We buy any house' encounters a distressed commercial property during their acquisitions, they can refer the owner to Grayland for appraisal services. In return, if Grayland meets a commercial client needing to liquidate distressed properties, they can refer them to 'We buy any house.' This results in a steady flow of referrals, increasing their customer bases significantly.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines residential and commercial real estate services, allowing both businesses to provide comprehensive solutions to clients in distress, enhancing their market visibility and reputation.

#### NEXT STEPS:

- 1 Set up a referral agreement detailing the process and incentives for each referral.
- 2 Host a joint informational webinar about distressed property management targeting both residential and commercial clients.
- 3 Create a shared marketing piece highlighting their combined services and how they can assist clients in various real estate situations.

## 10 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Organize Design Create can provide marketing services to We Buy Any House, enhancing its visibility and client acquisition efforts in a competitive market.

**VALUE:** Organize Design Create can help We Buy Any House increase its brand presence, potentially leading to a higher volume of property purchases and increased sales.

### > WHAT YOU PROVIDE (Referral)

Both businesses serve clients in financial distress or looking to improve their circumstances. Business A targets homeowners needing to sell distressed properties, while Business B targets entrepreneurs and small businesses who could benefit from property solutions, especially in financial trouble.

**VALUE:** By referring clients to each other, both businesses can increase their customer base and revenue. Business A can help B's clients with property solutions, while B can enhance A's visibility in the entrepreneurial community.

### [!] PARTNERSHIP SCENARIO

*When Organize Design Create works with a startup that needs to relocate due to cash flow issues, they can refer the client to We Buy Any House to quickly sell their current property. In return, We Buy Any House can refer any clients needing marketing assistance for their newly acquired properties to Organize Design Create, creating a symbiotic relationship.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their overlapping target markets—one focuses on real estate solutions while the other elevates the profiles of small businesses. This partnership allows each to provide comprehensive support to clients navigating financial challenges.

### NEXT STEPS:

- 1 Schedule a meeting to discuss specific referral processes and establish mutual trust.
- 2 Create a co-branded flyer outlining the referral services each business offers to help clients.
- 3 Implement a tracking system to monitor referral outcomes and adjust strategies as necessary.

## 11 Simple Creations By T

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Simple Creations By T serves a clientele that values personalized experiences, including those celebrating significant life transitions. They can refer their clients who are moving or selling homes to We Buy Any House for quick sales.

**VALUE:** Simple Creations By T can create an additional revenue stream by referring clients to We Buy Any House, potentially generating \$5,000 in revenue from commissions on referrals.

### > WHAT YOU PROVIDE (Referral)

Both businesses target individuals who may be experiencing financial difficulties or are in need of quick sales. We Buy Any House could refer clients who need to sell their homes and are also interested in custom gifts for any life events they might be celebrating post-sale.

**VALUE:** Increased customer base for Simple Creations By T as they tap into We Buy Any House's client list, potentially generating \$10,000 in new revenue from customized gifts for new homeowners.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House could provide Simple Creations By T with a list of clients who have recently sold their homes. For instance, after closing a sale, We Buy Any House sends a personalized gift from Simple Creations to each new homeowner, creating a memorable experience while generating an additional \$2,500 in revenue from gift sales in the first month.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared target audience of financially distressed individuals, where We Buy Any House can

facilitate emotional recovery through gifting, enhancing customer experience for both businesses.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining terms for client introductions and revenue sharing.
- 2 Create a joint marketing campaign promoting personalized gifts for new homeowners.
- 3 Set up monthly check-ins to review referral success and adjust strategies.

## 12 Connections to the Nations LLC

Professional Services

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Business B organizes community fairs that can include a housing section where Business A showcases its services. This collaboration can attract more visitors to the fair and generate leads for distressed homeowners and businesses needing to sell properties.

**VALUE:** Potential for increased visibility for Business A during community events, leading to an estimated 20% increase in leads. Business B enhances its event with valuable content and services, attracting more attendees.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target individuals in distressing situations, such as homeowners who need to sell quickly and community members who may be struggling financially. Business A can refer clients who need to sell distressed properties to Business B for community support services, while Business B can refer local businesses needing to sell properties to Business A.

**VALUE:** Increased client flow for both businesses, potentially leading to 10-15 additional transactions per month for Business A and increased community engagement for Business B.

#### [!] PARTNERSHIP SCENARIO

*When a homeowner approaches We Buy Any House, expressing distress over their situation, Chris can refer them to Connections to the Nations, which offers community resources and support. In return, Arlene can send local businesses looking to sell their properties to Chris, ensuring both parties benefit from a steady stream of referrals.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines real estate solutions with community support, creating a holistic approach to helping distressed homeowners while also aiding local businesses.

#### NEXT STEPS:

- 1 Schedule a meeting between Chris and Arlene to discuss referral frameworks.
- 2 Create a joint marketing flyer highlighting both services to distribute at community events.
- 3 Develop a referral tracking system to monitor leads exchanged between the two businesses.

## 13 flow

Professional Services

75%

> One-way

#### <- WHAT THEY PROVIDE (Referral)

Both businesses serve clients in the realm of property ownership and financial distress, making it likely that they encounter similar customer bases. While flow provides coaching services that can help individuals and families navigate financial challenges, We Buy Any House directly addresses those needing to sell distressed properties. Referring clients between the two could enhance customer satisfaction and business opportunities.

**VALUE:** By referring clients to each other, both businesses can increase their client base by 20%, providing a steady stream of leads and potential revenue.

#### [!] PARTNERSHIP SCENARIO

*Flow could create a coaching program specifically designed for individuals facing financial difficulties, including those needing to sell their homes. As part of this program, flow would refer clients who require immediate cash solutions to We Buy Any*

*House, while We Buy Any House would refer clients looking for emotional and financial guidance to flow's coaching services. This creates a supportive ecosystem for distressed homeowners.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of emotional and practical solutions for clients facing financial stress, creating a holistic support system that neither business could provide alone.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining terms of client referrals.
- 2 Create a joint marketing flyer highlighting both services to distribute to clients.
- 3 Schedule a monthly check-in to discuss referrals and share success stories.

### 14 IV Creative

Marketing & Design

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

IV Creative focuses on local businesses in need of content creation, while We Buy Any House targets property sellers, including those distressed homeowners who might benefit from marketing support to improve their property's appeal. Referring clients between the two can help both businesses gain new leads and customers.

**VALUE:** By referring clients, IV Creative could increase its client base by 20%, while We Buy Any House could gain access to properties that are more marketable, potentially increasing profits by 15% through quicker sales.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House can refer sellers who require marketing help to IV Creative, thereby helping sellers present their properties in a better light, which can enhance the marketing efforts of both companies.

**VALUE:** Through referrals, We Buy Any House can help clients increase their home sales potential, while IV Creative gains new customers, potentially leading to a 25% increase in project income.

#### [!] PARTNERSHIP SCENARIO

*When We Buy Any House engages with distressed property owners, they can refer those who are interested in improving their homes to IV Creative for staging and marketing services. For example, if a seller has an inherited property in disrepair, We Buy Any House can recommend IV Creative to provide a quick renovation and staging plan, allowing the sellers to maximize their sale price. IV Creative charges \$2,500 for staging, and both businesses share the referral fee, boosting their revenues.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in both businesses targeting the local Jacksonville market, allowing for a streamlined referral process where IV Creative enhances property value for We Buy Any House's clients, ensuring faster sales and better prices.

#### NEXT STEPS:

- 1 Set up a formal referral agreement outlining commission structure.
- 2 Develop co-branded marketing materials to promote the referral program.
- 3 Schedule a monthly meeting to review referral outcomes and adjust strategies.

### 15 Bluebird Health Partners

Technology

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare solution providers, while We Buy Any House serves individuals facing financial distress, which may include those needing healthcare solutions. By referring clients in need of healthcare services, Bluebird can enhance its service offerings and We Buy Any House can provide additional support to its clients.

**VALUE:** Bluebird Health Partners could increase its client base by 15-20% through referrals, while We Buy Any House can improve client satisfaction by offering comprehensive support.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House could encounter clients who are in financial distress and also need strategic healthcare solutions. By referring these clients to Bluebird Health Partners, they can add value to their service offering and create a supportive ecosystem.

**VALUE:** We Buy Any House could enhance its service offering by providing clients access to healthcare consulting, potentially increasing customer loyalty and retention.

#### [!] PARTNERSHIP SCENARIO

*When We Buy Any House meets a homeowner who is struggling financially and may also need assistance with healthcare, they can refer the client to Bluebird Health Partners for strategy execution on healthcare solutions. In return, Bluebird will refer clients needing to sell distressed properties to We Buy Any House, creating a cycle of referrals that benefits both businesses.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it connects healthcare consulting with real estate solutions, addressing both health and financial issues that often intersect in distressed situations.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining the terms and expectations of the partnership.
- 2 Create joint marketing materials highlighting the benefits of the referral program.
- 3 Set up regular check-ins to track referral outcomes and adjust strategies as needed.

## 16 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics serves clients with chronic skin conditions who may be facing personal financial struggles, making them potential customers for We Buy Any House. Conversely, individuals looking to sell their homes may be interested in luxury skincare services as they transition to new living arrangements.

**VALUE:** Both businesses can increase their customer base significantly by referring clients, potentially resulting in a 20% increase in new clients for both parties.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House targets individuals who may be under financial stress and need to sell their homes quickly. This demographic could also benefit from the luxury skincare services offered by Enriquez Aesthetics to help improve their self-image during a challenging time.

**VALUE:** By referring clients to Enriquez Aesthetics, We Buy Any House can create a positive customer experience, potentially increasing customer satisfaction and leading to referrals for their services.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics can provide referral cards offering a discount on their services to clients of We Buy Any House who are in distress. For instance, when a homeowner approaches Chris Moore to sell their house due to financial issues, he hands them a referral card to Bianca's luxury skincare services, helping them feel better during a tough transition.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the emotional support both businesses can offer their clients during difficult transitions; one provides financial relief while the other offers emotional and physical well-being.

#### NEXT STEPS:

- 1 Draft a referral agreement detailing the benefits for each business.
- 2 Create a co-branded flyer that outlines the referral benefits for both clients.
- 3 Schedule a meeting to discuss client profiles and how to best refer clients to each other.

17

## Tosh's Urban Garden

Health &amp; Wellness

75%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, albeit from different perspectives. Tosh's Urban Garden can refer clients who are moving or looking to declutter their homes, while We Buy Any House can recommend natural health solutions for sellers who are stressed about their situations.

**VALUE:** Increased customer base for both businesses, potentially leading to an additional 20% in client referrals for each business.

### -> WHAT YOU PROVIDE (Referral)

We Buy Any House frequently interacts with clients who may be experiencing stress due to home sales. They can refer these clients to Tosh's Urban Garden for herbal products that promote relaxation and wellness during the moving process.

**VALUE:** Potential for We Buy Any House to add value to their client interactions, enhancing customer satisfaction and possibly leading to 15% increased referrals to Tosh's Urban Garden.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could create a 'Healthy Home' package for clients of We Buy Any House, offering a discount on herbal products with every home sale. For instance, if a family sells their house through We Buy Any House, they receive a gift card for \$50 towards Tosh's products, creating a positive selling experience and promoting natural health.*

### [\*] UNIQUE SYNERGY

This pairing uniquely enhances the selling experience for distressed homeowners by addressing both their immediate financial needs and their wellness concerns, setting them apart from typical real estate transactions.

### NEXT STEPS:

- 1 Develop a joint marketing strategy to promote the 'Healthy Home' package.
- 2 Create a referral tracking system to monitor leads exchanged between businesses.
- 3 Host a community event where both businesses can showcase their offerings, encouraging cross-promotion.

18

## Free Agents Inc

Professional Services

75%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Free Agents Inc serves companies that may be financially strapped, leading to potential property sales. By referring these clients to We Buy Any House, they can assist in resolving property issues, creating a beneficial referral chain.

**VALUE:** Free Agents can offer their clients a pathway to quickly liquidate real estate assets while earning a referral fee, thereby enhancing their service offering and client satisfaction.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target clients who require assistance, but in different capacities. We Buy Any House caters to homeowners in distress, while Free Agents Inc helps companies solve broader business issues, potentially including financial troubles that may lead to property sales.

**VALUE:** By referring distressed homeowners to Free Agents Inc, We Buy Any House can facilitate broader financial solutions for its clients, while Free Agents Inc can gain access to new leads in the property market.

### [!] PARTNERSHIP SCENARIO

*When We Buy Any House encounters a client who is not only struggling to sell their property but also has business-related issues, they can refer them directly to Free Agents Inc. For example, a client who inherited a home and is unsure how to manage their family business can be directed to Free Agents. Both companies agree on a referral fee of 10% of the service fee, which could translate into an additional \$1,000 for We Buy Any House if Free Agents earns \$10,000 from the client.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services—one addresses immediate property needs while the other provides long-term business solutions, allowing them to effectively serve a shared clientele experiencing multifaceted challenges.

**NEXT STEPS:**

- 1 Set up a formal referral agreement outlining commission rates.
- 2 Create marketing materials that highlight the referral process.
- 3 Schedule a joint meeting to discuss and identify cross-referral opportunities.

**19 WhitBits Cookies**

Professional Services

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Vendor)**

WhitBits Cookies could supply cookies for events organized by We Buy Any House, particularly open house events or client appreciation gatherings. This relationship allows Business A to enhance their service offerings.

**VALUE:** By purchasing cookies for events, We Buy Any House can increase client engagement and satisfaction, potentially leading to quicker sales and a stronger brand image, while WhitBits gains a consistent buyer.

**-> WHAT YOU PROVIDE (Referral)**

Both businesses target individuals in transitional life stages, albeit in different contexts. Business A focuses on homeowners needing to sell distressed properties, while Business B serves professionals and event planners looking for treats. Referring clients can create a mutually beneficial referral stream.

**VALUE:** By referring clients, Business A could generate additional revenue from commissions on referrals, while Business B gains access to a new customer base potentially interested in catering for events.

**[!] PARTNERSHIP SCENARIO**

*Chris Moore from We Buy Any House could refer clients who are selling their homes to Whitney Branch at WhitBits Cookies for events like housewarming parties or open houses. For every referral that leads to a sale, Whitney offers Chris a 10% commission on cookie orders, potentially generating \$200 in revenue per client.*

**[\*] UNIQUE SYNERGY**

This partnership uniquely combines the urgency of selling a home with the joy of celebration, allowing both businesses to thrive in their respective markets while enhancing the customer experience.

**NEXT STEPS:**

- 1 Develop a referral agreement that outlines commission structures.
- 2 Create joint marketing materials to promote the referral program.
- 3 Schedule a meeting to discuss and finalize details of the partnership.

**20 Aspirations Behavioral Health Inc.**

Health & Wellness

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Referral)**

Aspirations Behavioral Health serves individuals who may be undergoing significant life changes, including home sales. This creates an opportunity for them to refer clients who might need to sell their homes due to financial strain or emotional distress.

**VALUE:** Access to potential new clients for We Buy Any House among individuals seeking mental health support, potentially increasing sales by 15%.

**-> WHAT YOU PROVIDE (Referral)**

Both businesses target individuals in distressing situations, though from different angles. We Buy Any House can refer clients who might need mental health support after a stressful property sale to Aspirations Behavioral Health, while Aspirations can refer clients needing to sell their homes as part of their holistic wellness approach.

**VALUE:**

Increased client base through referrals; potential to increase sales by 20% from cross-referrals.

#### [!] PARTNERSHIP SCENARIO

*When We Buy Any House purchases a distressed property, they can connect with the previous homeowner, who may be struggling emotionally due to the sale. They can introduce this homeowner to Aspirations Behavioral Health for mental health support. This could involve setting up an introductory session where Aspirations offers a discount for We Buy Any House referrals, turning a stressful transition into a supportive journey.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely addresses the emotional and financial stress that homeowners experience during property sales, creating a holistic support system rather than just transactional relationships.

#### NEXT STEPS:

- 1 Set up a referral agreement detailing the process for We Buy Any House to refer clients to Aspirations.
- 2 Develop a co-branded marketing brochure to distribute at both businesses, explaining the benefits of seeking mental health support during home transitions.
- 3 Host an introductory webinar where both businesses share insights and promote their services to their combined audiences.

## 21 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

The P-Way Solutions could provide cleaning services to We Buy Any House to prepare properties for sale. This relationship allows We Buy Any House to enhance their property appeal, improving their chances of selling faster and at a better price.

**VALUE:** The partnership could lead to a 15% increase in property sale speed, translating to quicker capital recovery and improved cash flow for We Buy Any House.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses operate within the real estate industry but serve different aspects of it. We Buy Any House helps homeowners who are distressed, while The P-Way Solutions provides essential services to businesses, including those in real estate. Referring clients could create a mutually beneficial situation without competition.

**VALUE:** By referring clients to each other, both businesses could increase their customer base by at least 20%, leading to substantial revenue growth.

#### [!] PARTNERSHIP SCENARIO

*We Buy Any House could refer clients looking for quick home sales to The P-Way Solutions for cleaning services to prepare the properties for sale. For example, if a distressed homeowner sells their home and needs a thorough cleaning before listing it, We Buy Any House can recommend P-Way for their cleaning services, earning a referral fee for each client directed their way.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it links the immediate needs of distressed homeowners with the ongoing needs of businesses for cleaning services, creating a streamlined pathway to address both parties' needs effectively.

#### NEXT STEPS:

- 1 Establish a referral agreement outlining the terms and potential commissions.
- 2 Create marketing materials that highlight the referral relationship to share with clients.
- 3 Schedule a joint networking event to introduce both client bases and discuss services.

## 22 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release targets veterans and individuals who may be dealing with psychological and emotional issues. Many of these clients may also be in need of selling their homes for financial reasons, making We Buy Any House a suitable referral option.

**VALUE:** By referring clients to We Buy Any House, Relax Relate & Release can enhance their service offering while potentially receiving a referral fee, thus increasing revenue streams.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target individuals who may be experiencing financial stress. Clients of We Buy Any House who are selling distressed properties could also benefit from the stress-relief services offered by Relax Relate & Release, especially if they are facing emotional strain from their situation.

**VALUE:** Increased client referrals can lead to a potential 15% uptick in sales for both businesses as they tap into each other's client bases.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House could provide Relax Relate & Release with a list of clients they assist in selling their homes. In return, Relax Relate & Release could offer discounted massage therapy sessions to these clients, enhancing their emotional well-being during a tough transition. This could result in 10 new clients per month for Relax Relate & Release at an average session fee of \$75, generating \$750 in additional monthly revenue.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it combines real estate with mental health support, addressing the holistic needs of distressed homeowners, which is often overlooked in the real estate market.

### NEXT STEPS:

- 1 Set up a meeting between Chris Moore and Hazel Lee to discuss mutual referral strategies.
- 2 Create a joint flyer that promotes Relax Relate & Release's services to We Buy Any House clients.
- 3 Implement a tracking system to monitor referral conversions and adjust the partnership strategy as needed.

## 23 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners who may need to sell properties quickly due to various personal or business circumstances. Referring clients to We Buy Any House would benefit both businesses without overlap in services.

**VALUE:** By referring clients to We Buy Any House, Genuines Coaching could earn referral fees, while We Buy Any House gains access to a steady stream of potential sellers from an established network.

### -> WHAT YOU PROVIDE (Collaboration)

We Buy Any House has a target market that includes individuals who may be distressed and looking for financial advice, which aligns with Genuines Coaching & Consulting's expertise in coaching and consulting for small business owners and executives. By collaborating, they can offer a comprehensive support system for clients in need of both property sales and business guidance.

**VALUE:** By working together, We Buy Any House could increase its client base by 30%, while Genuines Coaching could gain access to new clients needing coaching on financial management during property sales.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House hosts a free seminar on 'Navigating Distressed Sales' where Reden from Genuines Coaching provides coaching on financial resilience. Attendees learn how to manage their finances while selling their homes. They charge a small fee for attendance, splitting the revenue, with both businesses gaining exposure and potential leads, enhancing their service*

offerings.

#### [\*] UNIQUE SYNERGY

The combination of property sales expertise and executive coaching creates a unique support network for clients facing financial distress. This partnership uniquely combines real estate solutions with financial coaching, making it a one-stop solution for clients in crisis.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential seminar topics and logistics.
- 2 Develop a promotional strategy for the seminar, including social media and local advertising.
- 3 Prepare a follow-up plan for attendees to convert them into clients for both businesses.

### 24 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

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:** 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.

#### -> WHAT YOU PROVIDE (Referral)

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:** 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.

#### [!] PARTNERSHIP SCENARIO

*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.*

#### [\*] UNIQUE SYNERGY

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.

#### NEXT STEPS:

- 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.

### 25 ALYS Always Love Yourself

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

ALYS Always Love Yourself has a target demographic of mature women who may also be homeowners or know homeowners looking to sell distressed properties. They can refer clients interested in selling homes to We Buy Any House.

**VALUE:** Potential to increase We Buy Any House's leads by 20% through referrals, potentially leading to \$50,000 in additional revenue from home purchases.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House targets homeowners in distress, many of whom could also benefit from skincare products for stress relief or rejuvenation. As Business B targets mature women, there's potential for cross-referrals where distressed sellers may also be interested in self-care products.

**VALUE:** Increased customer base for ALYS through We Buy Any House's clientele, potentially leading to an additional \$10,000 in sales annually.

#### [!] PARTNERSHIP SCENARIO

*We Buy Any House could provide ALYS skincare samples to clients who sell their homes, promoting self-care during a stressful time. For example, when a homeowner signs the sale agreement, they receive a skincare starter kit from ALYS, which could lead to new customer conversions for ALYS.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on enhancing quality of life, making their collaboration particularly meaningful in promoting health and wellness during life transitions.

#### NEXT STEPS:

- 1 Develop a co-branded referral program offering discounts on skincare for clients of We Buy Any House.
- 2 Create a marketing flyer that highlights the skincare benefits for stressed homeowners to be included in sale agreements.
- 3 Schedule a joint promotional event to educate clients on home selling and self-care, featuring talks from both business owners.

## 26 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros can identify clients who may be struggling with compliance issues due to financial hardships and refer them to We Buy Any House for a quick sale. This helps their clients alleviate financial burdens while providing We Buy Any House with potential leads.

**VALUE:** Each referral could lead to an additional \$10,000 in revenue for We Buy Any House, while Big Rig Compliance Pros could strengthen client relationships by providing a holistic solution.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target individuals or companies that may be experiencing financial difficulties or operational challenges. We Buy Any House can refer distressed homeowners who may have trucking businesses or be in need of transportation solutions for moving properties, while Big Rig Compliance Pros can refer clients who are selling their homes and need a quick cash offer.

**VALUE:** Each referral could lead to an additional \$10,000 in revenue for We Buy Any House and help Big Rig Compliance Pros expand their client base by 10% annually.

#### [!] PARTNERSHIP SCENARIO

*We Buy Any House identifies a client who is behind on mortgage payments and is also a small trucking business owner. They refer this client to Big Rig Compliance Pros for help with regulatory compliance, which frees up the owner's resources to focus on selling their home. In return, Big Rig Compliance Pros refers clients needing to sell their homes to We Buy Any House for quick cash offers.*

#### [\*] UNIQUE SYNERGY

The unique pairing comes from the fact that both businesses serve individuals facing financial and operational pressures, providing a holistic approach to their clients' needs.

#### NEXT STEPS:

- 1 Set up a referral agreement that outlines the commission structure for each successful referral.
- 2 Create a joint marketing flyer highlighting the benefits of both services for distressed homeowners and trucking business owners.
- 3 Schedule a monthly coffee meeting to discuss potential referrals and share insights about their target markets.

27

## Noseniorleftbehindfl.org

Professional Services

75%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may need to downsize or sell their homes, which aligns with Business A's focus on purchasing distressed properties. Referring clients can help both businesses grow.

**VALUE:** This partnership can enhance both businesses' visibility among seniors and their families, potentially leading to a 15% increase in client inquiries for both parties.

### > WHAT YOU PROVIDE (Referral)

Both businesses target individuals in distressing situations, with Business A focusing on distressed property sales and Business B on senior services. They can refer clients to each other without competing directly, as seniors may need to sell their homes to maintain their independence.

**VALUE:** By referring clients to each other, both businesses can increase their customer base and service offerings, potentially increasing revenue by 20-30% through new leads.

### [!] PARTNERSHIP SCENARIO

*If We Buy Any House encounters a senior homeowner looking to sell due to financial hardship, Chris can refer them to Noseniorleftbehindfl.org for assistance with maintaining their independence. In return, Wanda can direct seniors needing to relocate to We Buy Any House, creating a mutually beneficial referral loop that enhances both businesses' client reach.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it combines property liquidation with senior care, providing a holistic approach for seniors facing housing challenges, thereby addressing both immediate and long-term needs.

### NEXT STEPS:

- 1 Set up a referral agreement outlining the terms for client referrals between both businesses.
- 2 Create branded referral cards that can be distributed to clients, providing contact details for both businesses.
- 3 Host an informational session for seniors where both businesses can present their services and how they can support this demographic.

28

## Complete Renewal LLC

Health &amp; Wellness

75%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Complete Renewal serves health-conscious women who may also be looking to sell distressed properties due to financial struggles. Referring clients who are in need of home sale services can create a reciprocal relationship that benefits both businesses.

**VALUE:** Access to a new market segment, increasing potential sales by 15% through targeted referrals.

### > WHAT YOU PROVIDE (Referral)

Both businesses serve distinct but overlapping customer bases. Business A targets individuals needing to sell homes quickly, many of whom may also be in need of holistic wellness and self-care solutions provided by Business B. Referring clients between each other could enhance customer satisfaction and retention.

**VALUE:** Increased customer base for both businesses, estimated revenue increase of 20% from referrals in the first year.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House could create a referral program where they offer clients who sell their home a discount on Complete Renewal's skincare products. For instance, after a sale is finalized, sellers receive a \$50 gift card for Complete Renewal to encourage them to focus on self-care during a stressful transition. Both businesses could track the referrals and share in the revenue generated from this initiative.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines the stress of selling a home with the need for self-care, providing a holistic approach to

client well-being. Both businesses can create a supportive community for their clients, enhancing loyalty and emotional connection.

#### NEXT STEPS:

- 1 Develop a joint marketing brochure highlighting the referral program.
- 2 Set up a tracking system for referrals to measure effectiveness.
- 3 Launch the referral program with a promotional event to attract initial clients.

## 29 Celebrate & Smile International Steppers

Arts & Creative

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, which can be a unique offering for We Buy Any House's clients who may be stressed from selling their properties. By collaborating, they can provide a holistic service that addresses both the emotional and practical needs of home sellers.

**VALUE:** This partnership can generate additional revenue for Celebrate & Smile through workshops, while We Buy Any House enhances their service offering, potentially increasing their client base by attracting sellers looking for stress relief and community support.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House serves individuals who are often in distress and may benefit from community support. Referring clients to Celebrate & Smile can help address potential mental health needs of sellers, creating a supportive network.

**VALUE:** By referring clients to Celebrate & Smile, We Buy Any House can enhance their service reputation, leading to increased client satisfaction and potential referrals back to them from those clients.

#### [!] PARTNERSHIP SCENARIO

*Celebrate & Smile can organize a 'Stress Relief Dance Workshop' specifically for clients of We Buy Any House who are in the process of selling their homes. The workshop could take place at a local community center or park, where 15-20 participants engage in fun, guided dance sessions that help relieve stress and foster community connections. Each participant pays \$30, generating \$600 for Celebrate & Smile while providing We Buy Any House clients with a valuable emotional outlet during a challenging time.*

#### [\*] UNIQUE SYNERGY

This pairing uniquely combines the emotional support needed during the stressful process of selling a home with the joyful and uplifting experience of dance, creating a special atmosphere of community around a commonly challenging life event.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Chris Moore to discuss the partnership details.
- 2 Develop a marketing plan targeting We Buy Any House's existing clients for the dance workshop.
- 3 Set a date and secure a venue for the initial 'Stress Relief Dance Workshop'.

## 30 The Collective Om

Health & Wellness

70%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

The Collective Om targets women aged 20-60 focused on self-growth, who may also be in need of selling their homes due to financial difficulties. This overlap means they can refer clients to We Buy Any House when their clients face housing issues, creating a supportive network.

**VALUE:** Access to a new client base for We Buy Any House, leading to potential sales and quick property turnover, while The Collective Om increases its service value by addressing housing concerns of its clients.

#### -> WHAT YOU PROVIDE (Referral)

We Buy Any House serves clients who may be facing financial distress, and many of these individuals could benefit

from The Collective Om's holistic health services to manage the stress involved in selling their homes. Referring clients to The Collective Om can enhance the overall service offering.

**VALUE:** We Buy Any House could provide their clients with access to health services that aid in emotional and mental health during a stressful time, while The Collective Om gains new clients who are seeking self-care.

#### [!] PARTNERSHIP SCENARIO

*The Collective Om could host a workshop on financial wellness and stress management, inviting Chris Moore to speak about the home-selling process. They could generate leads for We Buy Any House through this event, and in return, Chris could offer a discount on his services to attendees who mention The Collective Om, creating a tangible referral loop.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on helping individuals through challenging life transitions-whether it's mental health or financial stress-making their partnership particularly relevant and impactful.

#### NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Chris to discuss the details of the workshop.
- 2 Create a co-branded marketing flyer to promote the workshop to both client bases.
- 3 Develop a referral tracking system to measure the effectiveness of the leads generated from the workshop.