

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Grayland

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

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

Grayland !” WhitBits Cookies

Reasoning:

Grayland's clients, including commercial lenders and property owners, often host events or meetings where catered goods are needed. WhitBits Cookies can provide these services, creating a referral pathway for both businesses.

Value Proposition:

By referring clients for cookie services, Grayland can enhance its service offerings while WhitBits gains access to corporate clients, potentially increasing sales by 20% during peak event seasons.

Collaboration Example:

Grayland refers its property owner clients to WhitBits when they are hosting open houses or client meetings. For instance, a property owner is showcasing a new commercial property and needs refreshments; Grayland connects them with WhitBits, who supplies a custom cookie platter for the event, earning \$300 on the order while Grayland strengthens client relationships.

Synergy Potential:

This partnership is unique because it combines Grayland's established relationships in the commercial real estate market with WhitBits' niche in corporate catering, allowing both to tap into each other's networks effectively.

Action Items:

1. Grayland identifies 5 upcoming property events and prepares to introduce WhitBits as a catering option.

2. WhitBits creates a promotional package specifically for Grayland's clients, including pricing and sample offerings.
3. Set up a referral tracking system to monitor sales generated through Grayland's referrals.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

WhitBits Cookies !' Grayland

Reasoning:

WhitBits serves corporate professionals and event planners who may require real estate services for office expansions or relocations. They can refer clients to Grayland for appraisal services.

Value Proposition:

WhitBits can enhance its value proposition to corporate clients by offering a trusted appraisal service, potentially increasing its own revenue by 15% through referrals.

Collaboration Example:

When a corporate client of WhitBits expresses the need to evaluate a new office space for their expansion, WhitBits connects them with Grayland for appraisal services. This referral leads to Grayland conducting a \$1,500 appraisal, and WhitBits earns a referral bonus of 10% on the service, strengthening the relationship with their client.

Synergy Potential:

This pairing is distinct because WhitBits can provide a sweet touch to corporate events while also facilitating important real estate decisions, allowing both to enhance their service offerings uniquely.

Action Items:

1. WhitBits develops a list of corporate clients who may need appraisal services and schedules meetings to discuss potential referrals.
2. Grayland provides WhitBits with promotional material detailing their appraisal services for distribution to clients.
3. Establish a referral fee agreement that incentivizes both parties for successful client connections.

Value: MEDIUM

MUTUAL BENEFIT