

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Relax Relate & Release

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

REFERRAL 1/2

75% conf

Free Agents Inc !” Relax Relate & Release

Reasoning:

Free Agents Inc targets companies with 5 to 250 employees, while Relax Relate & Release focuses on veterans, a demographic that often seeks corporate wellness programs. Free Agents can refer companies looking to improve employee wellness and team morale to Relax Relate & Release, benefiting both businesses.

Value Proposition:

Increased client referrals can lead to a potential revenue growth of 10-15% for Relax Relate & Release, while Free Agents can enhance their service offering by providing wellness options to their clients.

Collaboration Example:

Free Agents Inc could create a wellness package for their corporate clients, which includes a free introductory massage session at Relax Relate & Release for employees. This package can be marketed to local businesses, generating new client leads for both parties. For instance, if Free Agents secures three corporate clients with 50 employees each, Relax would gain 150 new potential clients from the massages, increasing their visibility in the corporate wellness space.

Synergy Potential:

The unique pairing of professional services and wellness therapy creates a holistic approach to employee performance and morale. By combining business consulting with wellness initiatives, they can uniquely position themselves in the Jacksonville market.

Action Items:

1. Schedule a meeting between James Higbe and Hazel Lee to discuss referral processes and client matching.
2. Develop a co-branded marketing flyer detailing the referral wellness package.
3. Launch a joint promotional campaign targeting local businesses about the benefits of wellness programs.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Relax Relate & Release !' Free Agents Inc

Reasoning:

Relax Relate & Release focuses on veterans, who often work in or own small to mid-sized businesses. They can refer veteran-owned companies in need of business consulting services to Free Agents Inc, creating synergy between wellness and professional support.

Value Proposition:

This referral arrangement could increase Free Agents' clientele by 5-10 veteran-owned businesses, potentially translating to \$15,000 in new consulting contracts.

Collaboration Example:

When veterans come to Relax for massage therapy, Hazel Lee can offer them a complimentary consultation with Free Agents Inc as part of a special veteran's wellness initiative. For instance, a veteran who runs a small construction business could benefit from consulting to streamline operations, leading to an additional \$5,000 project fee for Free Agents.

Synergy Potential:

This relationship uniquely combines health and wellness with business development, targeting veterans who are often overlooked in corporate wellness programs. By focusing on this niche market, they can create a strong community impact.

Action Items:

1. Create a referral agreement outlining the mutual benefits and process for both businesses.
2. Develop a veteran outreach program that includes information about Free Agents' services.
3. Organize an event where veterans can receive wellness services and learn about business consulting opportunities.

Value: MEDIUM

MUTUAL BENEFIT