

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" We b

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale
Industry: Arts & Creative
community/employee enhancement through art of dance

We buy any house

Contact: Chris Moore
Industry: Professional Services
Buy distressed properties

REFERRAL 1/2

70% conf

Celebrate & Smile International Steppers!" We buy any house

Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can be appealing to employees who may also be in distressing situations, such as needing to sell their homes. We Buy Any House could refer clients who are in need of stress relief and team building through dance classes.

Value Proposition:

By referring clients to each other, both businesses can expand their customer bases, potentially increasing revenue by 20% through shared marketing efforts.

Collaboration Example:

We Buy Any House could promote Celebrate & Smile's dance classes as a stress-relief option for homeowners in distress. For example, when a homeowner contacts Chris about selling their house, he could offer them a complimentary dance class as part of a community initiative, thus enhancing their emotional well-being while encouraging community engagement.

Synergy Potential:

This pairing is unique as it combines the emotional support needed in stressful property situations with a creative outlet, creating a holistic service offering that addresses both financial and emotional needs.

Action Items:

1. Develop a referral program where We Buy Any House can distribute discount vouchers for Celebrate & Smile's classes to their clients.
2. Create joint marketing materials that highlight the benefits of stress relief through dance for homeowners facing financial challenges.
3. Schedule a meeting to discuss cross-promotional strategies and set specific targets for referrals.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

We buy any house !' Celebrate & Smile International Steppers

Reasoning:

We Buy Any House serves individuals who are often under financial stress, which might lead them to seek community and personal development opportunities like those offered by Celebrate & Smile International Steppers. This creates a potential for referrals that can mutually benefit both businesses.

Value Proposition:

Referring clients to dance classes can improve client satisfaction for We Buy Any House, potentially leading to more referrals and repeat business, boosting their revenue by 15% through enhanced customer experience.

Collaboration Example:

Chris at We Buy Any House could set up a community event where he introduces clients to Celebrate & Smile's dance programs, hosting an open house where clients can try out a free dance class. This event not only provides a fun environment for clients but also positions We Buy Any House as a community-minded business.

Synergy Potential:

This partnership is distinctive because it leverages the emotional and psychological benefits of art and dance in addressing the stress that comes with selling a home, creating a supportive community atmosphere around both businesses.

Action Items:

1. Plan and host a community dance event at We Buy Any House where clients can engage with Celebrate & Smile's offerings.
2. Create a feedback system to measure client satisfaction after they attend the dance classes referred from We Buy Any House.
3. Establish a timeline for regular check-ins between the two businesses to review referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT