

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting!" We buy any

4 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/4

75% conf

Genuines Coaching & Consulting !" We buy any house

Reasoning:

Genuines Coaching & Consulting targets business owners and corporate executives who may also be in need of selling distressed properties. By referring clients to We Buy Any House, Genuines could provide added value to their clients while creating a referral income stream.

Value Proposition:

By establishing a referral relationship, Genuines could earn a commission on each referral that results in a sale, potentially generating thousands in additional revenue per month.

Collaboration Example:

Genuines could set up a monthly workshop titled 'Navigating Financial Stress: Effective Solutions for Business Owners', where they educate attendees on financial management. During the workshop, Genuines could introduce We Buy Any House as a solution for owners facing financial distress, providing Chris Moore with a platform to present his services, potentially leading to multiple property sales.

Synergy Potential:

This partnership uniquely leverages Genuines' existing client relationships and expertise in coaching and consulting, directly addressing the needs of distressed property owners by connecting them with a reliable solution.

Action Items:

1. Schedule a meeting between Reden Dionisio and Chris Moore to discuss referral terms.
2. Develop marketing materials highlighting the referral partnership to share with Genuines' clients.
3. Plan the first workshop event and promote it through Genuines' existing channels.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/4

60% conf

We buy any house !' Genuines Coaching & Consulting

Reasoning:

We Buy Any House can benefit from Genuines' coaching services to improve their business operations and sales strategies. In exchange, Genuines can gain insights into the real estate market from Chris Moore, enhancing their coaching material.

Value Proposition:

Genuines could charge a consulting fee to improve We Buy Any House's sales strategies, potentially increasing their closing rate on property purchases while gaining valuable market insights for coaching.

Collaboration Example:

Chris Moore could engage Genuines for a series of strategic planning sessions aimed at refining his sales approach. For instance, during the first session, Reden could help Chris identify key pain points in client interactions, leading to a revised approach that increases sales by 20% over the next quarter, benefiting both parties.

Synergy Potential:

This pairing is unique because Genuines can offer tailored coaching specifically for the real estate industry, while We Buy Any House provides real-world case studies and scenarios for Genuines to analyze, creating a mutually beneficial learning environment.

Action Items:

1. Set up an initial consulting session for We Buy Any House with Genuines.
2. Identify specific challenges faced by We Buy Any House that Genuines can help address.
3. Create a feedback loop for ongoing collaboration and improvement between both businesses.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/4

75% conf

Genuines Coaching & Consulting !' We buy any house

Reasoning:

Genuines Coaching & Consulting targets C-suite executives and small business owners, many of whom may have real estate holdings. If these clients need to sell distressed properties, they could be referred to We Buy Any House. Conversely, We Buy Any House can refer clients looking for business guidance to Genuines Coaching & Consulting.

Value Proposition:

Increased client referrals can lead to a potential 15-20% increase in revenue for both businesses, tapping into each other's customer networks.

Collaboration Example:

During a quarterly seminar for C-suite leaders, Genuines Coaching & Consulting can distribute a resource guide that includes We Buy Any House as a trusted partner for selling distressed properties. If just 10% of attendees refer a client, that could generate 3-5 new leads for We Buy Any House worth \$100,000 in total property sales.

Synergy Potential:

This pairing is unique because while Genuines focuses on high-level business coaching, their clientele often has real estate implications, creating a direct pathway for referrals that is not typical in general coaching services.

Action Items:

1. Schedule a joint meeting to discuss referral terms and define an agreement.
2. Create marketing materials highlighting both services to distribute at events.
3. Host a webinar together focused on financial strategies for distressed property owners.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

65% conf

We buy any house !' Genuines Coaching & Consulting

Reasoning:

We Buy Any House frequently interacts with homeowners in distress who may also need business coaching or consulting. Referring these clients to Genuines Coaching & Consulting can provide value to their clients, while also enhancing We Buy Any House's service offerings.

Value Proposition:

Each referral from We Buy Any House can potentially lead to a consulting contract worth thousands, enhancing both businesses' revenue streams.

Collaboration Example:

When closing a deal with a homeowner who is facing financial difficulties, We Buy Any House can provide a brochure for Genuines Coaching & Consulting, highlighting how they can assist in business recovery. If even one client engages Genuines for a \$5,000 coaching package, that's a significant revenue boost.

Synergy Potential:

This relationship stands out because We Buy Any House can deliver immediate, practical coaching options to distressed sellers, ensuring they feel supported in both their personal and professional lives.

Action Items:

1. Develop a brochure or flyer that details Genuines' services for homeowners.
2. Train the We Buy Any House team on how to identify potential coaching needs during property consultations.
3. Set up a referral tracking system to monitor the flow of leads between both businesses.

Value: MEDIUM

MUTUAL BENEFIT