

## Tosh's Urban Garden

• Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

### Contact Information

**Contact:** Latachia Kins-Hunt  
**Email:** [latachia.hunt@toshsurbangarden.com](mailto:latachia.hunt@toshsurbangarden.com)  
**Phone:** 9045628197  
**Website:** [Wwww.toshsurbangarden.com](http://www.toshsurbangarden.com)

### TARGET MARKET

health conscious individuals who value natural products and alternative health options

### CURRENT NEEDS

marketing and capital

### Partnership Opportunities (30)

**1 Jazzi's Creations**  
Events & Gifts

85%

<-> Bidirectional

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

Jazzi's Creations and Tosh's Urban Garden can create a unique event that combines crafting with health and wellness. This collaboration offers a fun environment for attendees to learn about herbal products while engaging in DIY crafts, appealing to both businesses' target markets.

**VALUE:** By hosting joint workshops, Jazzi's can increase revenue from event fees, while Tosh's can expand their customer base and promote their products directly to a health-conscious audience.

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

Tosh's Urban Garden can supply herbal products to Jazzi's Creations for inclusion in their DIY craft kits or as part of personalized gift options, enhancing the offerings at Jazzi's Creations.

**VALUE:** This partnership allows Tosh's to penetrate a new market through Jazzi's customer base, while Jazzi's enhances their product variety, potentially increasing sales of craft kits and personalized gifts.

**[!] PARTNERSHIP SCENARIO**

Jazzi's Creations organizes a 'Wellness Craft Night' where participants can create personalized herbal tea kits while learning about the benefits of Tosh's herbal products. Both businesses charge a fee, splitting the \$2,000 revenue from 40 attendees. Jazzi gains craft material sales, and Tosh's promotes their products, leading to increased follow-up sales.

**[\*] UNIQUE SYNERGY**

This pairing stands out because it uniquely merges creativity with holistic health, attracting customers interested in both crafting and wellness in a single experience, which is rarely offered in the Jacksonville area.

#### NEXT STEPS:

- 1 Develop a joint marketing plan for the Wellness Craft Night targeting local health-conscious communities.
- 2 Create a list of potential venues that can accommodate a crafting event for 40 participants.
- 3 Set up a timeline for product sourcing from Tosh's Urban Garden and craft materials from Jazzie's Creations.

## 2 Communicate Design & Marketing

Marketing & Design

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing serves entrepreneurs and small businesses that may be interested in health and wellness products. By referring clients to Tosh's Urban Garden, they can enhance their service offering and provide added value to their clients.

**VALUE:** Communicate can enhance client satisfaction and increase client retention by offering holistic health solutions, leading to a potential 15% increase in client loyalty and referrals.

### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden can leverage Communicate Design & Marketing's branding and marketing expertise to enhance their visibility in the health and wellness market. By creating a joint marketing campaign, they can reach a wider audience of health-conscious consumers.

**VALUE:** An increase in sales of 20% through improved brand visibility and targeted marketing efforts, while Communicate gains a new client and potential portfolio piece.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden and Communicate Design & Marketing could co-host a health-focused online webinar series. For instance, they could launch a 'Natural Wellness Journey' series where Tosh's provides herbal product samples for participants, and Communicate designs promotional materials and manages the event logistics. They could charge attendees \$50 each for the 100-person webinar, resulting in \$5,000 revenue to split.*

### [\*] UNIQUE SYNERGY

The unique pairing of natural health products with marketing expertise allows for a compelling narrative that can resonate with eco-conscious consumers, creating a more authentic brand story.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to identify potential topics for the webinar.
- 2 Develop a promotional strategy to reach both Tosh's and Communicate's target audiences.
- 3 Create and design marketing materials, including social media graphics and email campaigns.

## 3 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives and small business owners who may be interested in holistic health solutions. Referring these clients to Tosh's Urban Garden for their herbal products can enhance Genuines' service offerings.

**VALUE:** By referring clients to Tosh's Urban Garden, Genuines could earn a commission on sales, potentially increasing revenue by 15% from new referrals, while Tosh gains access to a lucrative customer segment.

### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden can collaborate with Genuines Coaching & Consulting to create wellness workshops that incorporate herbal health solutions. This partnership allows both to reach a broader audience interested in health and

personal development.

**VALUE:** The collaboration could generate an estimated additional revenue of \$10,000 through workshop fees and product sales, while enhancing brand visibility for both businesses.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden and Genuines Coaching & Consulting could host a 'Wellness & Leadership Retreat' at a local venue where participants learn about herbal remedies and their benefits while also receiving coaching on leadership skills. The retreat could charge \$150 per participant for a full day, with a target of 50 participants, yielding \$7,500 revenue, split between the two businesses. Additionally, Tosh could sell herbal products during the event, potentially adding another \$2,500 in sales.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining health and wellness with leadership development, appealing to high-level executives who value personal well-being as part of their professional success.

#### NEXT STEPS:

- 1 Schedule a meeting to brainstorm workshop topics and logistics within the next week.
- 2 Create a joint marketing plan to promote the retreat through social media and email newsletters.
- 3 Identify a suitable venue for the retreat and secure a booking within the next two weeks.

### 4 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

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

Organize Design Create serves a target market that includes health-conscious entrepreneurs and businesses, which aligns with Tosh's Urban Garden's customer profile. This creates a natural referral flow where both can benefit from shared clientele.

**VALUE:** Referring clients between the two businesses could lead to a 15% increase in customer acquisition for Tosh's Urban Garden, while Organize Design Create could gain a 20% commission on referred sales, potentially increasing their revenue by \$3,000.

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

Tosh's Urban Garden could benefit significantly from the marketing expertise of Organize Design Create, while the latter can gain unique content and case studies from a health-focused brand. This partnership allows both businesses to leverage each other's strengths for mutual growth.

**VALUE:** By collaborating on a marketing campaign, Tosh's Urban Garden could see a 30% increase in sales, while Organize Design Create could expand their portfolio, attracting more health and wellness clients, potentially increasing revenues by \$10,000 from new clients.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden and Organize Design Create could co-host a health and wellness fair at a local community center. Tosh would set up a booth offering free samples of their herbal products, while Organize would manage the event's marketing and branding. Both businesses would share the event costs and profits from product sales. This could generate \$2,000 in sales for Tosh and showcase Organize's capabilities to potential new clients in attendance.*

#### [\*] UNIQUE SYNERGY

The unique synergy here lies in the fusion of health and wellness with marketing design, allowing both businesses to access a niche audience that values natural living and professional branding. This collaboration could position both as leaders in a growing market segment.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential event logistics and marketing strategies.
- 2 Identify a local venue for the health and wellness fair within the next week.
- 3 Develop a marketing plan that includes social media, email campaigns, and local outreach by the end of the week.

## 5 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Soulfitness Studio can source natural herbal products from Tosh's Urban Garden to enhance their health and wellness offerings. This could include herbal teas and tinctures that can be sold in their studio or provided as part of health packages for clients.

**VALUE:** By purchasing herbal products from Tosh's Urban Garden, Soulfitness Studio can diversify their product range, potentially increasing their retail sales by 20% and enhancing their brand image as a holistic health provider.

### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden and Soulfitness Studio both operate within the health and wellness industry, making them natural allies. By collaborating on workshops that highlight the benefits of natural herbal products alongside fitness and wellness routines, they can enhance their offerings and attract a broader audience.

**VALUE:** By co-hosting wellness workshops, both businesses can increase foot traffic and sales by up to 30%, while also cross-promoting their products and services to each other's customer bases.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could partner with Soulfitness Studio to host a monthly 'Wellness Weekend' event, where participants engage in a fitness class followed by a tea tasting featuring Tosh's herbal teas. For example, they could charge \$25 per participant, with 50 attendees each month, generating \$1,250 in revenue for both businesses while promoting a healthy lifestyle and natural products.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it combines fitness with natural wellness products, creating a holistic approach to health that neither business could achieve independently. Their shared commitment to eco-consciousness and alternative health further strengthens the collaboration.

### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Janice Curry to brainstorm potential workshop topics and logistics.
- 2 Develop a joint marketing plan to promote the 'Wellness Weekend' event via social media and email newsletters.
- 3 Create a feedback mechanism after the first event to assess customer satisfaction and areas for improvement to refine future offerings.

## 6 ALYS Always Love Yourself

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

ALYS Always Love Yourself targets mature women who may also be interested in natural health products, allowing for mutual referrals without competition.

**VALUE:** By referring clients seeking natural skincare options to Tosh's Urban Garden, ALYS can enhance client satisfaction and potentially increase its customer loyalty, which could translate to a 15% increase in repeat purchases.

### -> WHAT YOU PROVIDE (Collaboration)

Both businesses target health-conscious individuals and mature women interested in skincare, making them complementary rather than competitive. A collaboration could enhance their product offerings and tap into a shared customer base.

**VALUE:** By collaborating, Tosh's Urban Garden can leverage ALYS's established customer base to sell their herbal skincare-infused products, potentially increasing sales by 30% during promotional events.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden hosts a skincare workshop in partnership with ALYS, where participants create DIY herbal skincare products using Tosh's herbal extracts. The workshop charges \$50 per participant, with 20 participants expected. Both businesses share the revenue, bringing in \$1,000 for each. This event also promotes both brands, driving post-workshop sales*

through exclusive discounts on their products.

#### [\*] UNIQUE SYNERGY

The unique synergy comes from combining herbal wellness with skincare, allowing both businesses to offer a holistic approach to health and beauty, attracting customers who value natural, sustainable products.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia and Cenita to discuss potential workshop themes.
- 2 Create a promotional plan for the workshop emphasizing the benefits of herbal ingredients in skincare.
- 3 Set up an online registration platform to manage sign-ups and payments for the workshop.

### 7 Connections to the Nations Llc

Professional Services

85%

<-> Bidirectional

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

Connections to the Nations can refer its business clients to Tosh's Urban Garden, focusing on health-conscious businesses that might want to offer natural products to their employees or customers.

**VALUE:** Tosh's could see an increase in B2B sales, with potential orders worth \$1,500 from local businesses looking to provide wellness products for corporate gifting or employee wellness programs.

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

Tosh's Urban Garden could host a wellness booth at Connections to the Nations' community fairs. This partnership allows Tosh's to reach a broader audience while providing valuable health insights and products to fair attendees.

**VALUE:** Tosh's Urban Garden can potentially generate \$2,000 in sales during a fair, while Connections to the Nations enhances its event offerings, attracting more attendees and local businesses.

#### [!] PARTNERSHIP SCENARIO

During the next community fair, Tosh's Urban Garden sets up a booth offering free herbal tea samples and short workshops on the benefits of herbal remedies. In return, Connections to the Nations promotes Tosh's as a highlight of the event, potentially increasing attendance by 20%. Both businesses agree to split any revenue from product sales at the fair.

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines health awareness with community engagement, allowing both businesses to tap into the growing trend of holistic wellness while increasing foot traffic at events.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia and Arlene to discuss collaboration logistics.
- 2 Create promotional materials highlighting Tosh's participation in the fair.
- 3 Develop a product offering specifically for the fair attendees, such as a discounted wellness package.

### 8 IV Creative

Marketing & Design

80%

<-> Bidirectional

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

IV Creative specializes in content creation, which is essential for Tosh's Urban Garden to promote its natural herbal products effectively. By leveraging IV Creative's expertise, Tosh's can enhance its marketing efforts and reach a wider audience.

**VALUE:** Tosh's Urban Garden could see a 30% increase in customer engagement through enhanced content marketing, leading to an estimated additional \$10,000 in quarterly revenue.

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

Tosh's Urban Garden could supply IV Creative with natural herbal products for event giveaways or promotional samples, enhancing IV Creative's marketing efforts and community engagement.

**VALUE:**

IV Creative could enhance its event marketing by offering unique, eco-friendly giveaways, which could attract up to 50 new clients per event, potentially generating \$15,000 in new business annually.

#### [!] PARTNERSHIP SCENARIO

IV Creative could create a series of engaging video tutorials that showcase how to use Tosh's herbal products in daily wellness routines. For example, a video could demonstrate brewing a herbal tea and its health benefits, shared across social media platforms. This project could generate significant interest and drive online sales, benefiting both businesses.

#### [\*] UNIQUE SYNERGY

The pairing of a marketing agency with a health-focused product line creates a unique opportunity to target health-conscious consumers through tailored content that speaks directly to their interests and needs.

#### NEXT STEPS:

- 1 Set up an initial meeting between Iliana and Latachia to discuss specific content needs.
- 2 Develop a content calendar outlining potential topics and formats for the promotional materials.
- 3 Launch the first video tutorial campaign within the next month to align with Tosh's product launch.

### 9 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

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

Enriquez Aesthetics focuses on luxury facial experiences, which could be enhanced by the natural herbal products offered by Tosh's Urban Garden. By collaborating, they could create a unique skincare package that combines luxury skincare with herbal wellness options, appealing to both customer bases.

**VALUE:** This partnership could generate additional revenue through bundled packages, increasing the average transaction value by 30%.

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

Both businesses target health-conscious individuals, but they do not compete directly. Tosh's Urban Garden can refer clients who are interested in skincare solutions to Enriquez Aesthetics, while Enriquez can refer clients interested in holistic health to Tosh's Urban Garden.

**VALUE:** This referral system could increase customer acquisition by 20% for both businesses, enhancing customer loyalty and lifetime value.

#### [!] PARTNERSHIP SCENARIO

Enriquez Aesthetics can host a 'Skincare and Wellness Day' where clients receive a luxury facial treatment and a custom herbal tea blend from Tosh's Urban Garden. This event can attract 50 clients, generating \$2,500 in treatment revenue and an additional \$1,000 from tea sales, while both businesses can share marketing costs, enhancing brand visibility.

#### [\*] UNIQUE SYNERGY

The unique synergy between these businesses lies in their commitment to natural and luxury products, allowing them to offer a comprehensive wellness experience that caters to eco-conscious consumers seeking high-quality skincare.

#### NEXT STEPS:

- 1 Schedule a meeting to brainstorm potential event ideas and product bundles.
- 2 Develop a joint marketing plan to promote the 'Skincare and Wellness Day' event.
- 3 Create a shared social media campaign to showcase testimonials and experiences from the event.

<- WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, but they do not directly compete with each other. The Collective Om can refer clients interested in herbal products to Tosh's Urban Garden, enhancing the customer experience for their clients.

**VALUE:** Referring 10 clients monthly could lead to \$500 in sales for Tosh's Urban Garden, while The Collective Om enhances its service offering and builds trust with its clients.

-> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden and The Collective Om operate within the same health and wellness sector and target health-conscious individuals. Collaborating on events or workshops combining their services can enhance their visibility and attract a shared audience.

**VALUE:** By hosting a joint wellness event, both businesses could attract up to 50 participants, generating approximately \$1,500 in ticket sales and potential future clients for both.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide a workshop on the benefits of herbal teas while The Collective Om offers a session on holistic health practices at a local community center. Participants pay \$30 each, and 50 attendees could result in \$1,500 revenue, with each business getting new leads for their services.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines Tosh's focus on natural herbal products with The Collective Om's holistic health services, creating a comprehensive wellness experience that appeals to their health-conscious clientele.

NEXT STEPS:

- 1 Schedule a planning meeting to outline workshop details and logistics.
- 2 Develop promotional materials highlighting the joint event to share on social media.
- 3 Set up an online registration platform to manage ticket sales and attendee information.

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings works with middle-age recreational athletes who may benefit from natural recovery aids. Referring these clients to Tosh's Urban Garden for herbal products aligns with their health goals.

**VALUE:** Increased product sales for Tosh's Urban Garden and enhanced client satisfaction for Jamz Trainings, potentially leading to 20-30 new product sales monthly.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, but they serve slightly different niches. Tosh's Urban Garden focuses on natural herbal products, while Jamz Trainings offers personal training and sports massage therapy. This creates a strong opportunity for cross-referrals.

**VALUE:** Increased client base for both businesses; potential to reach 100+ new clients through referrals each month.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can provide samples of their herbal teas and tinctures to Jamz Trainings for use in their training sessions, promoting recovery and wellness. In return, Jamz can recommend Tosh's products to clients after sessions, creating a referral loop where both businesses see increased sales and client engagement.*

[\*] UNIQUE SYNERGY

The unique synergy lies in their shared health & wellness mission; they can enhance the overall client experience by offering complementary services that promote holistic health.

NEXT STEPS:

- 1 Schedule a meeting between Latachia and James to discuss referral program details.
- 2 Create an attractive flyer featuring both businesses to distribute at each other's locations.
- 3 Set up a joint promotion for a 'Wellness Package' combining training sessions and herbal products.

## 12 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

MyahnArt LLC serves businesses that seek to enhance their customer experience, which aligns with Tosh's Urban Garden's target market of health-conscious individuals. They can refer clients looking for natural health products to each other, creating a mutually beneficial referral network.

**VALUE:** This referral relationship could lead to a 15% increase in customers for Tosh's Urban Garden, translating to an additional \$2,000 in monthly sales as MyahnArt refers clients looking for health products.

### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden could collaborate with MyahnArt LLC to create a unique pop-up event that combines wellness and art. This event would attract health-conscious individuals and art enthusiasts alike, benefiting both businesses by increasing exposure and customer engagement.

**VALUE:** This collaboration could generate additional revenue through event ticket sales, estimated at \$1,500 for a one-day event, plus increased foot traffic and sales for both businesses.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden organizes a 'Wellness and Art Day' where MyahnArt creates an interactive mural while offering live painting sessions. Attendees purchase tickets for \$25, receiving a sample of herbal teas and a chance to see the mural come to life. Both businesses promote the event through their channels, sharing profits from ticket sales and gaining new customers.*

### [\*] UNIQUE SYNERGY

The combination of health and wellness with creative expression uniquely positions this partnership to attract a diverse audience, differentiating it from typical health or art events.

### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Myah Freeman to discuss event logistics.
- 2 Create a joint marketing plan that includes social media promotion and local partnerships.
- 3 Design a ticketing system for the event and set a date within the next month.

## 13 Be Present Detalles

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Be Present Detalles often serves busy professionals who may be interested in health and wellness products. Referring these clients to Tosh's Urban Garden can enhance Be Present's value proposition while providing Tosh's with access to a new audience.

**VALUE:** By referring clients to Tosh's, Be Present can receive a referral fee, potentially increasing their revenue by 15% per sale they facilitate.

### -> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden could provide natural herbal product samples for Be Present Detalles' events, enhancing the experience for guests who value health and wellness. This collaboration aligns well, as both businesses aim to appeal to health-conscious and eco-friendly individuals.

**VALUE:** By integrating Tosh's products into Be Present's events, there is potential for increased sales through product placements, potentially boosting revenue by 20% per event as attendees purchase items they sample.

### [!] PARTNERSHIP SCENARIO



*For an upcoming wellness retreat hosted by Be Present Detalles, Tosh's Urban Garden could supply a curated selection of herbal teas and tinctures for participants to enjoy. Each attendee could receive a complimentary tea sample during a guided relaxation session, encouraging them to purchase the products afterward. Be Present could charge \$100 per attendee for the retreat, with Tosh's receiving a \$500 order for tea, benefiting both businesses financially and enhancing the retreat's value.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines the experiential focus of Be Present with the health-driven ethos of Tosh's, creating a distinctive offering that attracts a niche market of health-conscious event-goers.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and De'Ana Aguas to discuss the upcoming events and product offerings.
- 2 Create a joint marketing strategy that promotes the collaboration through social media and email newsletters.
- 3 Develop a feedback loop post-event to measure the sales impact and attendee satisfaction with the herbal products.

### 14 Free Agents Inc

Professional Services

80%

<-> Bidirectional

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

Free Agents Inc can help Tosh's Urban Garden enhance their marketing strategies and connect with local businesses, which aligns with Tosh's current needs for marketing and capital.

**VALUE:** By collaborating, Tosh's can receive marketing expertise that could lead to a 20% increase in customer outreach and sales, while Free Agents can showcase their marketing services.

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

Tosh's Urban Garden targets health-conscious individuals, while Free Agents Inc serves companies that may prioritize employee wellness. Each business can refer clients to the other, creating a mutually beneficial referral network.

**VALUE:** By referring clients, both businesses can expand their customer base and increase sales, potentially generating an additional 10-15% in revenue from new clients.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide Free Agents Inc with a selection of herbal teas for their corporate wellness workshops. During these workshops, Free Agents could promote Tosh's products as part of their employee health initiatives, providing a unique experience that enhances both companies' offerings.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines health and wellness with professional services, allowing both parties to address holistic employee health in corporate settings, which is a growing trend in the business world.

#### NEXT STEPS:

- 1 Set up a meeting between Latachia and James to discuss mutual referral opportunities.
- 2 Create a referral agreement outlining the terms and benefits for both businesses.
- 3 Develop a marketing plan to promote the collaboration, highlighting wellness workshops and product offerings.

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

Aspirations Behavioral Health serves a target market that is likely to be interested in holistic health options offered by Tosh's Urban Garden. By referring clients who seek alternative health solutions, Aspirations can enhance their treatment offerings.

**VALUE:** Enhanced service offerings for mental health clients leading to improved treatment outcomes and potential increase in client retention by 15%.

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

Both Tosh's Urban Garden and Aspirations Behavioral Health Inc. serve health-conscious individuals, but in different ways. Tosh's offers natural products that can complement mental health strategies, while Aspirations provides mental health counseling which can be enhanced by the holistic approach of Tosh's herbal products.

**VALUE:** Increased customer reach and referral-based revenue generation, potentially boosting sales by 20% through cross-promotion.

**[!] PARTNERSHIP SCENARIO**

*Tosh's Urban Garden could provide a monthly subscription box of herbal teas and tinctures to clients of Aspirations Behavioral Health. In return, Aspirations can include promotional material about Tosh's products in their client newsletters, creating a seamless referral system where both businesses benefit financially and strengthen their customer base.*

**[\*] UNIQUE SYNERGY**

This partnership uniquely combines herbal wellness with mental health, creating a comprehensive approach to well-being that neither could achieve alone. The holistic nature of both businesses aligns their missions perfectly.

**NEXT STEPS:**

- 1 Schedule a meeting between Latachia Kins-Hunt and Kristian Wilson to discuss referral terms.
- 2 Create promotional materials that introduce Tosh's products to Aspirations' clients.
- 3 Set up a feedback mechanism to gauge customer satisfaction with the referral program.

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

Both businesses can collaborate on product offerings that cater to their shared target market, enhancing customer experience and generating additional revenue streams.

**VALUE:** By collaborating on a limited edition 'Wellness Gift Box' featuring Tosh's herbal products and Simple Creations' custom packaging, they could capture new market segments and increase average order value by 30%.

**[!] PARTNERSHIP SCENARIO**

*They could create a 'Self-Care Sunday' gift box that includes a selection of Tosh's herbal teas and a personalized mug or journal from Simple Creations. They could market this package as a subscription service, with a monthly theme, driving recurring revenue as customers sign up for wellness and self-care experiences.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in the combination of health and personalization, appealing to customers who want gifts that promote wellness, setting them apart from typical gift products available in the market.

**NEXT STEPS:**

- 1 Brainstorm and finalize the product offerings for the 'Wellness Gift Box' including pricing and branding.
- 2 Launch a joint marketing campaign through social media to promote the collaboration, targeting both audiences.
- 3 Set up a shared online platform where customers can purchase the boxes, ensuring streamlined logistics and fulfillment.

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros can refer their clients, particularly owner-operators who are health-conscious, to Tosh's Urban Garden for natural health solutions. These clients often seek alternative health products to maintain their well-being on the road.

**VALUE:** Big Rig Compliance Pros can enhance client loyalty and satisfaction by providing them with access to natural health solutions, potentially increasing their retention rates by 10%.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals and owner-operators in the trucking industry, who may share an interest in natural health products. Big Rig Compliance Pros can refer their clients to Tosh's Urban Garden for herbal products that can support their health while on the road.

**VALUE:** Increased customer base for Tosh's Urban Garden through referrals, potentially generating an additional \$5,000 in revenue from the trucking community within the first year.

[!] PARTNERSHIP SCENARIO

*Big Rig Compliance Pros could create a welcome package for new clients that includes discount vouchers for Tosh's Urban Garden's herbal products. For instance, when a trucking company signs on with Big Rig, they receive a voucher for 20% off their first order of herbal teas or tinctures, promoting a healthier lifestyle for drivers.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with the trucking industry, tapping into a niche market of health-conscious truck drivers who might otherwise overlook herbal products.

NEXT STEPS:

- 1 Develop a co-branded welcome package for new clients featuring Tosh's products.
- 2 Set up a referral tracking system to monitor the success of the collaboration.
- 3 Schedule a meeting to discuss joint marketing strategies and events.

<- WHAT THEY PROVIDE (Referral)

Both businesses cater to health-conscious individuals but with different product focuses. They can refer clients to each other without competing for the same customer base, creating a mutually beneficial referral network.

**VALUE:** By establishing a referral program, both businesses could gain an additional 15% in sales as they recommend each other's products to their respective clients.

-> WHAT YOU PROVIDE (Collaboration)

Both Tosh's Urban Garden and Complete Renewal operate within the health and wellness sector, targeting health-conscious individuals. They can create a special event that combines their expertise, attracting customers interested in both herbal products and plant-based skincare solutions.

**VALUE:** By collaborating on a wellness event, they can attract a larger audience and potentially increase sales by 30% during the event, while also building a customer base for future marketing.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden and Complete Renewal could co-host a 'Holistic Health & Beauty Fair' in a local park, offering workshops on herbal remedies and skincare routines. Attendees would pay a \$20 entry fee, and both businesses would set up booths to sell their products, potentially earning \$2,000 each from product sales and \$1,500 from entry fees, leading to a combined revenue of \$5,500.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines herbal wellness with natural skincare, appealing to a niche market of health-conscious consumers who value holistic solutions, thus enhancing both brands' visibility and credibility.

#### NEXT STEPS:

- 1 Schedule a planning meeting to discuss event logistics and responsibilities.
- 2 Design promotional materials highlighting the unique offerings of both businesses.
- 3 Create a shared social media campaign to promote the event and engage both audiences.

### 19 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

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

JPO Logistics could provide shipping and delivery services for Tosh's Urban Garden's herbal products, ensuring timely and efficient delivery to health-conscious customers. This partnership would streamline Tosh's supply chain and potentially reduce shipping costs.

**VALUE:** By utilizing JPO Logistics, Tosh's Urban Garden could save 15% on shipping costs and improve customer satisfaction through faster delivery times.

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

Tosh's Urban Garden and JPO Logistics target overlapping markets, with both serving health-conscious individuals and businesses. Tosh can refer JPO to other local businesses in the wellness industry needing logistics support.

**VALUE:** Increasing referrals could lead to JPO securing new contracts, potentially increasing revenue by up to 20% as they tap into the wellness industry's growing demand.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden places an order for a batch of herbal products to be shipped to a wellness expo. JPO Logistics manages the entire shipping process, ensuring delivery by the event date. They charge Tosh \$200 for the service, while also gaining insight into the wellness market, positioning themselves for future partnerships.*

#### [\*] UNIQUE SYNERGY

This pairing is unique as it combines logistics expertise with a niche health and wellness product, creating a streamlined process that caters specifically to eco-conscious consumers who value timely delivery.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Paulette and Latachia to discuss logistics needs.
- 2 Draft a service agreement outlining shipping rates and timelines for Tosh's Urban Garden.
- 3 Plan a trial run for shipping a batch of products to evaluate efficiency and customer satisfaction.

### 20 flow

Professional Services

75%

<-> Bidirectional

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

flow's coaching services can enhance the well-being of Tosh's Urban Garden's clients, creating a holistic health experience. By partnering, they can offer combined packages that promote both mental and physical health.

**VALUE:** By creating joint marketing packages, both businesses can attract a broader audience, potentially increasing revenue by 30% through shared customer bases and cross-promotions.

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

Tosh's Urban Garden serves health-conscious individuals who may benefit from flow's coaching services. Referring clients to each other can provide additional value without direct competition.

**VALUE:** By referring each other's services, both businesses can enhance customer satisfaction and potentially increase their client base by 20% through cross-referrals.

#### [!] PARTNERSHIP SCENARIO

*flow could develop a 'Wellness Week' event in collaboration with Tosh's Urban Garden, where participants engage in daily coaching sessions led by Miguel and receive herbal tea samples and workshops from Latachia. This event could draw in 50 participants at \$100 each, generating \$5,000 in revenue while enhancing brand visibility for both businesses.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines mental well-being with physical health, addressing the growing trend of holistic health among eco-conscious consumers. The collaboration taps into both businesses' strengths to create a comprehensive wellness experience.

#### NEXT STEPS:

- 1 Schedule a meeting between Miguel and Latachia to discuss potential event ideas and target audience.
- 2 Create a joint marketing strategy that highlights the benefits of combining coaching with natural products.
- 3 Develop promotional materials and a timeline for the 'Wellness Week' event to ensure effective outreach.

### 21 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

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

Genuines Coaching & Consulting can leverage Tosh's Urban Garden's emphasis on health and wellness to provide workshops that promote both personal and professional development. These workshops can highlight the importance of wellness in the workplace, thus creating a unique offering that blends coaching with health.

**VALUE:** By collaborating on wellness workshops, both businesses can attract new clients, potentially increasing revenue by 20% within the first quarter due to cross-promotion and shared marketing efforts.

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

Tosh's Urban Garden targets health-conscious individuals, many of whom are likely to be business owners or corporate executives interested in improving their team's wellness through coaching and training.

**VALUE:** By referring clients to Genuines Coaching & Consulting, Tosh's Urban Garden can enhance its product offering and potentially earn a referral fee, while Genuines gains access to a new customer base.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could organize a 'Wellness & Leadership Retreat' at Tosh's Urban Garden, where participants engage in coaching sessions focused on stress management and productivity, followed by herbal tea tastings and wellness product showcases. This event can accommodate up to 30 participants, with a ticket price of \$150 each, generating \$4,500 in revenue, split between both businesses.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines coaching with holistic health, attracting corporate clients who value both employee wellness and effective leadership, creating a comprehensive approach to business growth.

#### NEXT STEPS:

- 1 Draft a proposal for a joint wellness retreat, including target dates and objectives.
- 2 Identify and contact local businesses for potential participation in the retreat.
- 3 Develop a marketing strategy that targets both businesses' client bases to maximize attendance.

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution consulting, which aligns with the health-conscious clientele of Tosh's Urban Garden. By referring clients who are looking for wellness solutions, they can enhance their service offerings without direct competition.

**VALUE:** Bluebird could potentially increase its client base by 20%, while Tosh's Urban Garden could see a 15% boost in sales from the referred clients.

-> WHAT YOU PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals, many of whom may seek consulting services for wellness strategies, which aligns with Bluebird Health Partners' offerings.

**VALUE:** Tosh's Urban Garden can enhance its product sales by 15% by referring customers who might benefit from Bluebird's consulting services.

[!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could include Tosh's Urban Garden products in its consulting packages for healthcare solution providers looking to incorporate holistic health options. For example, when a healthcare client is developing a new wellness program, Bluebird could recommend Tosh's natural herbal teas as part of their health offerings, ensuring both businesses benefit from the cross-promotion.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines the strategic insight of healthcare consulting with the niche market of natural health products, creating a holistic approach that neither could achieve alone.

NEXT STEPS:

- 1 Establish a referral agreement where Bluebird receives a commission for every client referred to Tosh's Urban Garden.
- 2 Create co-branded marketing materials that highlight the benefits of integrating natural products into healthcare strategies.
- 3 Schedule a joint workshop where both businesses present their services to a targeted audience of healthcare providers.

<- WHAT THEY PROVIDE (Referral)

Celebrate & Smile International Steppers can refer their participants to Tosh's Urban Garden for health-focused products, enhancing the experience of those interested in health and wellness.

**VALUE:** By referring clients to Tosh's Urban Garden, Celebrate & Smile could earn a referral fee for each sale or a discount for their participants, increasing their value proposition.

-> WHAT YOU PROVIDE (Collaboration)

Tosh's Urban Garden and Celebrate & Smile International Steppers target health-conscious individuals and those interested in community enhancement. By collaborating, they could create wellness-focused dance workshops that incorporate herbal teas and tinctures for participants.

**VALUE:** This partnership could generate additional revenue through workshop fees, potentially attracting a new customer base for both businesses. If they charge \$50 per participant and attract 20 people per workshop, that's a potential revenue of \$1,000 per event, split between them.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could host a monthly wellness dance workshop led by Celebrate & Smile, where attendees enjoy herbal tea tastings before participating in a fun, guided dance session. They could market this as a unique 'Dance & Detox' experience, offering participants a holistic approach to health while both businesses gain new clients and exposure.*

[\*] UNIQUE SYNERGY

This pairing is unique because it combines physical activity with herbal wellness, appealing to customers seeking a comprehensive health experience. The blend of dance and natural health products creates a distinctive offering not typically available in either business's market space.

#### NEXT STEPS:

- 1 Develop a joint marketing plan to promote the Dance & Detox workshops via social media and local health events.
- 2 Set a date for the first workshop and secure a venue that accommodates both the dancing and tea tasting.
- 3 Create a feedback survey for participants to refine future workshops and gauge interest in additional health-related offerings.

## 24 We buy any house

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY 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.

#### -> WHAT YOU 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.

#### [!] 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.

## 25 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

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

WhitBits Cookies can supply their homemade cookies for events that Tosh's Urban Garden organizes, providing a sweet treat option for customers interested in health and wellness.

**VALUE:** Securing WhitBits Cookies as a vendor for events could lead to an additional revenue stream of \$1,000 per event for Tosh's Urban Garden.

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

Both Tosh's Urban Garden and WhitBits Cookies target health-conscious individuals and corporate professionals, making them complementary rather than competitive. By referring clients to each other, they can enhance customer

satisfaction.

**VALUE:** Increased customer referrals could lead to a 15% increase in sales for both businesses over the next quarter.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could create a 'Healthy Snack Box' that includes a selection of their herbal teas and a sample pack of WhitBits Cookies. This box could be marketed to corporate clients for employee wellness programs, allowing both businesses to tap into the corporate wellness market while sharing the profits.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines health and indulgence, appealing to corporate professionals looking for guilt-free treats. The collaboration can position both brands as holistic wellness providers.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss the referral program details and target customer profiles.
- 2 Create a joint marketing plan for the 'Healthy Snack Box' targeting corporate wellness programs.
- 3 Launch a pilot program within 30 days to gather initial customer feedback and adjust offerings.

### 26 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

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

The P-Way Solutions services small businesses that may be interested in natural health products offered by Tosh's Urban Garden. They could recommend Tosh's products to their clients who are health-conscious.

**VALUE:** By referring clients to Tosh's Urban Garden, The P-Way Solutions could enhance their service offerings, potentially leading to a 5% increase in client satisfaction and retention, translating into \$2,000 in additional revenue.

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

Tosh's Urban Garden targets health-conscious individuals who may also be business owners or employees in small businesses that require janitorial services. The P-Way Solutions LLC provides commercial janitorial services that could appeal to Tosh's clientele if they expand into a physical retail space.

**VALUE:** Tosh's Urban Garden could drive additional business to The P-Way Solutions by referring health-conscious clients who value cleanliness and eco-friendly practices, potentially increasing The P-Way's client base by 10% within a year.

#### [!] PARTNERSHIP SCENARIO

*If Tosh's Urban Garden decides to open a storefront or host workshops, they could refer clients to The P-Way Solutions for cleaning services. For example, Tosh could promote The P-Way's services in their promotional materials, leading to a referral fee arrangement where The P-Way offers a 15% discount to Tosh's clients, generating \$3,000 in new contracts for The P-Way within three months.*

#### [\*] UNIQUE SYNERGY

Both businesses cater to eco-conscious clients, creating a unique angle for referrals where cleanliness is tied to health and wellness, enhancing both brands' reputations.

#### NEXT STEPS:

- 1 Create a referral program where Tosh's Urban Garden provides discount cards for The P-Way's services to their clients.
- 2 Set up a meeting between Latachia Kins-Hunt and Pervis Lowman to discuss co-marketing opportunities.
- 3 Develop a joint social media campaign highlighting the importance of clean, healthy environments for wellness-focused individuals.



<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release focuses on serving veterans, many of whom may benefit from alternative health options offered by Tosh's Urban Garden. Referring clients to Tosh's for herbal products can provide additional wellness resources for their clientele.

**VALUE:** Relax Relate & Release could enhance their service offerings by providing clients access to natural herbal products, potentially increasing client loyalty by 15% and encouraging repeat visits.

-> WHAT YOU PROVIDE (Referral)

Both Tosh's Urban Garden and Relax Relate & Release target health-conscious individuals, albeit with different offerings. By referring clients to each other, they can enhance customer satisfaction and provide a more comprehensive health and wellness experience.

**VALUE:** Tosh's Urban Garden could increase sales of their herbal products by 20% through referrals from Relax Relate & Release, while Relax Relate & Release could see a 15% increase in client bookings from referrals.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide Relax Relate & Release with a selection of herbal teas to serve in their waiting area. In exchange, Relax Relate & Release could offer Tosh's clients a 10% discount on their first massage session. This not only enhances both businesses' offerings but also provides tangible value to customers, potentially increasing customer retention for both parties.*

[\*] UNIQUE SYNERGY

This partnership uniquely blends herbal wellness with physical relaxation, creating a holistic approach to health that neither business could achieve alone. The combination of natural products and therapeutic services presents a compelling narrative that resonates strongly with their shared target market.

NEXT STEPS:

- 1 Set up a meeting between Latachia Kins-Hunt and Hazel Lee to discuss referral terms and potential promotional materials.
- 2 Create a promotional flyer highlighting the benefits of both services to distribute at each location.
- 3 Launch a joint social media campaign to announce the partnership and special offers to both customer bases.

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org provides services to seniors, a demographic that could benefit from the natural health products offered by Tosh's Urban Garden. They can refer clients who are interested in alternative health solutions.

**VALUE:** Potential for increased sales to a new customer segment, boosting Tosh's revenue by 15% through targeted referrals from a trusted source.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals and seniors who may be seeking alternative health options. Tosh's Urban Garden can refer their health products to seniors who are interested in maintaining their health naturally, while Noseniorleftbehindfl.org can recommend Tosh's products to seniors seeking holistic treatments.

**VALUE:** Increased customer base for both businesses, leading to potential revenue growth of 20% through cross-referrals.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can create a special 'Senior Wellness Package' featuring herbal teas and tinctures tailored for seniors. Noseniorleftbehindfl.org can promote this package during their assessments, and in return, they receive a referral fee for each package sold, enhancing their service offerings without additional costs.*

[\*] UNIQUE SYNERGY

The unique synergy lies in their shared commitment to health and wellness, allowing for a seamless integration of natural health products into the lifestyle services offered to seniors. This partnership could set a precedent for holistic health approaches among the elderly.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining the commission for each sale generated from the senior assessments.
- 2 Create educational materials about the benefits of herbal products specifically aimed at seniors to be distributed during assessments.
- 3 Schedule a joint marketing campaign targeting local seniors through community centers and health fairs.

### 29 JAX AI Agency

Technology

70%

<-> Bidirectional

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

JAX AI Agency could provide AI-driven marketing tools and automation solutions to Tosh's Urban Garden, enhancing their online presence and customer engagement. This collaboration aligns with both businesses' target audiences, as Tosh's Urban Garden can benefit from technology that assists in managing customer interactions and sales.

**VALUE:** By implementing AI chatbots and automation solutions, Tosh's Urban Garden could potentially increase customer inquiries and sales by up to 30%, translating to an estimated revenue increase of \$10,000 over six months.

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

Tosh's Urban Garden serves health-conscious individuals, a market that overlaps with small businesses in need of modernized operations. By referring clients who require AI solutions for operations or marketing, Tosh's Urban Garden can provide additional value to its customers while JAX AI Agency expands its reach.

**VALUE:** Tosh's Urban Garden can earn referral fees, potentially earning 10% of any project fees from referred clients, creating an ongoing revenue stream.

#### [!] PARTNERSHIP SCENARIO

*JAX AI Agency could develop a custom chatbot for Tosh's Urban Garden's website that answers common customer questions about herbal products, helps guide users through product selection, and processes orders. This chatbot could be launched in one month, enabling Tosh's Urban Garden to handle more customer inquiries efficiently, thus boosting their sales directly.*

#### [\*] UNIQUE SYNERGY

The combination of AI technology from JAX AI Agency and the natural health focus of Tosh's Urban Garden creates a unique synergy, allowing for innovation in customer service that is rare in the health and wellness industry.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss specific AI solutions for Tosh's Urban Garden's needs.
- 2 Conduct an analysis of Tosh's current customer engagement to identify areas for improvement.
- 3 Develop a proposal for a pilot chatbot project tailored to Tosh's Urban Garden.

### 30 Grayland

Real Estate

70%

-> One-way

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

Tosh's Urban Garden targets health-conscious individuals, some of whom may also be property owners looking for healthy lifestyle options. Grayland, serving commercial property owners, could benefit from referring clients interested in wellness products.

**VALUE:** Tosh's Urban Garden could gain new customers from Grayland's network, potentially increasing monthly sales by 15% through referrals. Grayland enhances its offerings by providing clients with holistic health resources.

#### [!] PARTNERSHIP SCENARIO

*Grayland could include brochures for Tosh's Urban Garden in their client welcome packets, highlighting the health benefits of*

*natural products for property owners. If Grayland refers five clients to Tosh's per month, with each client spending an average of \$50, Tosh's could see an additional \$250 in revenue monthly.*

#### **[\*] UNIQUE SYNERGY**

This pairing is unique because it combines real estate and wellness, tapping into a niche market of health-conscious property owners who can benefit from both services.

#### **NEXT STEPS:**

- 1 Grayland creates a referral program for Tosh's products, incentivizing their agents to promote Tosh's.
- 2 Tosh's Urban Garden prepares brochures and product samples for Grayland to distribute.
- 3 Schedule a joint meeting to discuss marketing strategies and client integration.