

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Tosh’s Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Tosh’s Urban Garden

Contact: Latachia Kins-Hunt

Industry: 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 .

REFERRAL 1/2

75% conf

Tosh’s Urban Garden !” Grayland

Reasoning:

Tosh’s Urban Garden serves health-conscious individuals who may also be interested in investing in commercial properties for wellness retreats or health-focused businesses. Grayland’s appraisal services could be beneficial to these clients as they seek to make informed real estate decisions, creating a natural referral pathway.

Value Proposition:

By referring clients to each other, both businesses could tap into new revenue streams; Tosh’s could gain more customers interested in property investment, while Grayland could secure appraisal contracts from a new clientele.

Collaboration Example:

Tosh’s Urban Garden could include flyers or business cards for Grayland in their product shipments, specifically targeting customers who purchase wellness products. For example, if a customer buys a package intended for stress relief, they might also receive a message about how to invest in a property for a wellness center, creating a connection that leads to a potential appraisal request.

Synergy Potential:

The unique synergy lies in the shared target market of health-conscious individuals who are increasingly looking to invest in properties that align with their lifestyle, which rarely gets addressed by traditional real estate services.

Action Items:

1. Create a co-branded flyer highlighting the benefits of real estate investment for wellness retreats to include with product orders.
2. Set a meeting to discuss a referral commission structure for any successful leads generated by Tosh's customers.
3. Host an informational webinar about the benefits of investing in real estate for health-focused businesses, promoting both companies.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland / Tosh's Urban Garden

Reasoning:

Grayland works with commercial lenders and property owners who might be interested in natural wellness products for their office spaces or investment properties. They can refer these clients to Tosh's Urban Garden to enhance the appeal of their properties.

Value Proposition:

By referring commercial clients to Tosh's, Grayland can offer additional value to their clients, while Tosh's gains access to a niche market of property owners looking to create healthier environments.

Collaboration Example:

Grayland could include Tosh's Urban Garden products in their portfolios presented to commercial clients, particularly highlighting how incorporating natural wellness products can increase tenant satisfaction and retention. For instance, when pitching a wellness office space, Grayland can showcase Tosh's herbal teas as part of the office environment's amenities.

Synergy Potential:

This pairing is unique because it combines the wellness trend in real estate with the growing interest in natural products, allowing both businesses to enhance their service offerings and create a more holistic experience for clients.

Action Items:

1. Develop a brochure that outlines the benefits of integrating wellness products into commercial spaces for distribution during property appraisals.
2. Schedule a joint meeting to discuss potential referral commissions for leads generated through Grayland's network.
3. Create a case study of a successful property that included Tosh's products, showcasing the added value to potential clients.

Value: MEDIUM

MUTUAL BENEFIT