

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house!" Free Agents Inc

#### Reasoning:

Both businesses serve clients in need of urgent solutions; Business A targets homeowners needing to sell distressed properties, while Business B assists companies with business issues. They can refer clients to each other without directly competing.

#### Value Proposition:

Increased customer base through mutual referrals, potentially adding an estimated \$20,000 in new revenue for each business over a six-month period.

#### Collaboration Example:

Business A can refer sellers who are also small business owners to Business B for consulting services. For example, if a homeowner is selling due to financial distress affecting their small business, Business A refers them to Business B, who then provides consulting. In return, Business B sends clients to Business A when their businesses encounter property-related issues.

#### Synergy Potential:

This partnership uniquely combines real estate distress with business consulting, enabling both businesses to serve clients with intertwined needs effectively.

### Action Items:

1. Set up a referral agreement outlining how leads will be shared between both businesses.
2. Create a joint marketing flyer highlighting the services of both businesses to distribute in local community events.
3. Schedule a monthly review meeting to discuss referral successes and strategize on improved lead conversions.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

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### Reasoning:

Business B can identify small business owners who may also be facing personal financial issues leading to the need to sell their homes, thus creating a direct referral opportunity.

### Value Proposition:

By referring business clients who are also homeowners to Business A, Business B can facilitate an additional revenue stream estimated at \$15,000 over the next six months.

### Collaboration Example:

During a business consultation, if a client expresses stress over their home foreclosure, Business B can refer them directly to Business A. For example, if a business owner is struggling to keep up with both business and home payments, and Business B helps them sell their home quickly, Business A can ensure a smooth transaction and share a referral fee.

### Synergy Potential:

This relationship leverages Business B's insight into small business challenges and Business A's capability to provide quick property solutions, creating a holistic support system for clients in distress.

### Action Items:

1. Develop a simple referral form that Business B can quickly fill out during client meetings to refer them to Business A.
2. Host a joint webinar on 'Navigating Financial Stress: Business and Home Solutions' tailored to small business owners.
3. Create a shared resource listing services of both companies to distribute to their respective client bases.

Value: MEDIUM

MUTUAL BENEFIT