

# 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

## PARTNER 1/4

80% conf

Genuines Coaching & Consulting !" We buy any house

### Reasoning:

Genuines Coaching & Consulting can provide coaching and training services to We Buy Any House's employees, enhancing their skills in negotiation and customer service. This would directly benefit We Buy Any House by improving their sales process and customer interactions.

### Value Proposition:

By engaging Genuines, We Buy Any House could see a 20% increase in closing rates on property purchases, translating potentially to an additional \$500,000 in revenue annually based on current sales figures.

### Collaboration Example:

Genuines Coaching will conduct a two-day intensive workshop for We Buy Any House's sales team, focusing on advanced negotiation techniques and effective communication strategies. At the end of this training, participants will implement learned strategies in real-time with clients, boosting their confidence and resulting in a measurable increase in successful property acquisitions.

### Synergy Potential:

The unique synergy lies in Genuines' expertise in coaching executives and corporate teams, paired with We Buy Any House's focus on distressed properties, creating a bespoke training program that directly aligns with the challenges faced in the real estate sector.

### Action Items:

1. Schedule an initial meeting to discuss specific training needs and outcomes for We Buy Any House.
2. Develop a tailored training curriculum focusing on negotiation and customer service for We Buy Any House's team.
3. Implement a feedback mechanism post-training to assess improvements in sales performance.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/4

70% conf

We buy any house!' Genuines Coaching & Consulting

### Reasoning:

We Buy Any House serves clients facing financial distress, who may also need coaching services to navigate their situations. Referring clients to Genuines Coaching could provide significant value to those clients, establishing a supportive community around property transactions.

### Value Proposition:

By referring clients to Genuines, We Buy Any House can enhance their service offerings and potentially increase customer satisfaction, leading to higher referral rates for their own services.

### Collaboration Example:

When a client approaches We Buy Any House distressed about their financial situation, they can be referred to Genuines Coaching for a free initial consultation. This support could help the client develop a plan to manage their finances better, while We Buy Any House retains the client's loyalty during the property sale process.

### Synergy Potential:

This referral relationship uniquely blends real estate distress solutions with personal development coaching, allowing both businesses to create a holistic support system for clients during tough financial times.

### Action Items:

1. Create a brochure highlighting Genuines Coaching services to distribute to We Buy Any House clients.
2. Establish a referral system, including tracking how many clients are referred and their outcomes.
3. Organize a joint information session for potential clients to learn about both services available.

Value: MEDIUM

MUTUAL BENEFIT

## We buy any house !' Genuines Coaching & Consulting

### Reasoning:

We Buy Any House has a target market that includes individuals who may be distressed and looking for financial advice, which aligns with Genuines Coaching & Consulting's expertise in coaching and consulting for small business owners and executives. By collaborating, they can offer a comprehensive support system for clients in need of both property sales and business guidance.

### Value Proposition:

By working together, We Buy Any House could increase its client base by 30%, while Genuines Coaching could gain access to new clients needing coaching on financial management during property sales.

### Collaboration Example:

We Buy Any House hosts a free seminar on 'Navigating Distressed Sales' where Reden from Genuines Coaching provides coaching on financial resilience. Attendees learn how to manage their finances while selling their homes. They charge a small fee for attendance, splitting the revenue, with both businesses gaining exposure and potential leads, enhancing their service offerings.

### Synergy Potential:

The combination of property sales expertise and executive coaching creates a unique support network for clients facing financial distress. This partnership uniquely combines real estate solutions with financial coaching, making it a one-stop solution for clients in crisis.

### Action Items:

1. Schedule a meeting to discuss potential seminar topics and logistics.
2. Develop a promotional strategy for the seminar, including social media and local advertising.
3. Prepare a follow-up plan for attendees to convert them into clients for both businesses.

Value: HIGH

MUTUAL BENEFIT

## Genuines Coaching & Consulting !' We buy any house

### Reasoning:

Genuines Coaching & Consulting serves C-suite executives and small business owners who may need to sell properties quickly due to various personal or business circumstances. Referring clients to We Buy Any House would benefit both businesses without overlap in services.

### Value Proposition:

By referring clients to We Buy Any House, Genuines Coaching could earn referral fees, while We Buy Any House gains access to a steady stream of potential sellers from an established network.

### Collaboration Example:

Reden identifies a startup client struggling to pay their commercial lease and refers them to We Buy Any House for a quick sale. This referral generates a \$5,000 fee for Genuines Coaching, while the startup successfully sells the property, allowing them to focus on restructuring their business.

**Synergy Potential:**

The referral relationship leverages Genuines' existing network of business professionals, providing We Buy Any House with access to clients who need immediate property solutions, creating a win-win scenario.

**Action Items:**

1. Draft a referral agreement outlining commission structures and expectations.
2. Create a joint marketing piece detailing the benefits of quick property sales for business leaders.
3. Host a networking event where both businesses can connect with potential referral sources.

Value: MEDIUM

MUTUAL BENEFIT