

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create !” We buy any house

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house !” Organize Design Create

Reasoning:

Both businesses serve clients in financial distress or looking to improve their circumstances. Business A targets homeowners needing to sell distressed properties, while Business B targets entrepreneurs and small businesses who could benefit from property solutions, especially in financial trouble.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base and revenue. Business A can help B's clients with property solutions, while B can enhance A's visibility in the entrepreneurial community.

Collaboration Example:

When Organize Design Create works with a startup that needs to relocate due to cash flow issues, they can refer the client to We Buy Any House to quickly sell their current property. In return, We Buy Any House can refer any clients needing marketing assistance for their newly acquired properties to Organize Design Create, creating a symbiotic relationship.

Synergy Potential:

The unique synergy lies in their overlapping target markets—one focuses on real estate solutions while the other elevates the profiles of small businesses. This partnership allows each to provide comprehensive support to clients navigating financial challenges.

Action Items:

1. Schedule a meeting to discuss specific referral processes and establish mutual trust.
2. Create a co-branded flyer outlining the referral services each business offers to help clients.
3. Implement a tracking system to monitor referral outcomes and adjust strategies as necessary.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Organize Design Create !' We buy any house

Reasoning:

Organize Design Create can provide marketing services to We Buy Any House, enhancing its visibility and client acquisition efforts in a competitive market.

Value Proposition:

Organize Design Create can help We Buy Any House increase its brand presence, potentially leading to a higher volume of property purchases and increased sales.

Collaboration Example:

Business B could design and execute a targeted social media campaign for Business A, showcasing success stories of properties bought and transformed. This campaign could run for a month, highlighting client testimonials and neighborhood impacts, leading to at least 5 new leads for We Buy Any House, translating to an estimated \$50K in potential property acquisitions.

Synergy Potential:

The combination of real estate investment and marketing expertise creates a unique opportunity for We Buy Any House to effectively reach distressed homeowners, which is often a challenge in real estate.

Action Items:

1. Develop a marketing strategy specifically targeting distressed property owners in Jacksonville.
2. Create engaging content highlighting properties previously purchased and revitalized by We Buy Any House.
3. Set up regular check-ins to assess the effectiveness of marketing efforts and adjust strategies as needed.

Value: HIGH

MUTUAL BENEFIT