

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” Grayland

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Grayland

Contact: Lauren Hubel  
Industry: Real Estate  
Commercial Real Estate Appraisal

### REFERRAL 1/2

70% conf

## Enriquez Aesthetics !” Grayland

#### Reasoning:

Enriquez Aesthetics targets individuals with skin conditions, which may include commercial property owners or managers who seek aesthetic services for their properties or employees. Grayland, serving property owners, could refer clients needing skincare services, while Enriquez could recommend Grayland for property appraisals.

#### Value Proposition:

Increased client referrals can potentially generate an additional \$10,000 in revenue for Enriquez Aesthetics, while enhancing Grayland's service offerings could lead to a 5% increase in leads.

#### Collaboration Example:

Grayland can include Enriquez Aesthetics brochures in their client welcome kits for new commercial property owners. In return, Enriquez can have a referral card program where clients who book a facial receive a discount on Grayland's appraisal services, creating a win-win for both.

#### Synergy Potential:

This partnership leverages Grayland's network of property owners who may benefit from luxury skincare services, creating a unique opportunity to target a niche market that values quality and luxury.

#### Action Items:

1. Set up a meeting between Bianca Enriquez and Lauren Hubel to discuss mutual referral strategies.

2. Develop a co-branded referral card system to distribute to clients.
3. Create a joint marketing campaign to promote the partnership at local business networking events.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

60% conf

### Grayland !' Enriquez Aesthetics

#### Reasoning:

Grayland's target market of commercial lenders and property owners may include individuals looking to improve their properties or personal appearances, leading to referrals to Enriquez Aesthetics for luxury skincare services.

#### Value Proposition:

Grayland can enhance their client satisfaction by providing exclusive aesthetic services, potentially leading to an increase in customer loyalty and repeat business, translating to an estimated \$15,000 in additional revenue.

#### Collaboration Example:

During property evaluations, Grayland can offer property owners a complimentary consultation for skincare services at Enriquez Aesthetics, positioning it as part of maintaining an upscale property image. Enriquez, in turn, can offer a special package for property owners who book both appraisal and skincare services.

#### Synergy Potential:

This relationship can create a unique branding opportunity for Grayland, associating their services with luxury and wellness, while offering Enriquez Aesthetics access to high-value clients in the real estate sector.

#### Action Items:

1. Arrange a joint event where Grayland invites property owners to a skincare seminar hosted by Enriquez Aesthetics.
2. Develop a package deal for clients that combines property appraisal and skincare services.
3. Launch a targeted email campaign to Grayland's client list, promoting the beauty services offered at Enriquez Aesthetics.

Value: MEDIUM

MUTUAL BENEFIT