

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !" We buy an

2 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

VENDOR 1/2

80% conf

Communicate Design & Marketing !" We buy any house

Reasoning:

Communicate Design & Marketing could provide branding and marketing services to We Buy Any House, enhancing their visibility and appeal to distressed property sellers. This partnership would help We Buy Any House attract more clients by presenting a professional image.

Value Proposition:

By improving their branding and marketing strategy, We Buy Any House could increase their leads by 20%, translating to potentially \$50,000 in additional revenue from property purchases.

Collaboration Example:

Communicate designs a new logo and website for We Buy Any House, showcasing their services and success stories. The launch of the revamped website promotes a targeted social media campaign aimed at distressed sellers in Jacksonville, leading to an increase in inquiries and a projected \$10,000 in property purchases within the first month.

Synergy Potential:

The unique pairing of a marketing agency with a property buying service creates a compelling opportunity where the branding expertise directly addresses the emotional and practical needs of distressed sellers, making the combined offering more appealing than generic marketing services.

Action Items:

1. Schedule an initial meeting to discuss branding needs and current marketing challenges.
2. Develop a proposal outlining the specific branding and website services tailored for We Buy Any House.
3. Create a timeline for the project, including key milestones for design approval and campaign launch.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

We buy any house !' Communicate Design & Marketing

Reasoning:

We Buy Any House serves individuals who may be in distress and need to sell their homes quickly. They can refer clients needing marketing services to Communicate Design & Marketing, particularly if those clients want to enhance their property's market appeal before selling.

Value Proposition:

For every referral, Communicate could pay a referral fee of 10% on any project totaling \$1,500 or more, creating an additional revenue stream for We Buy Any House.

Collaboration Example:

When We Buy Any House interacts with a homeowner who is looking to sell but also wants to improve their home's value before listing, they can refer them to Communicate. The homeowner engages Communicate for a \$3,000 staging and branding project, leading to We Buy Any House earning a \$300 referral fee.

Synergy Potential:

This pairing is unique because it links the urgency of property selling with the necessity of effective marketing, allowing both businesses to provide holistic solutions to sellers in distress, creating a seamless customer experience.

Action Items:

1. Develop a referral agreement outlining the terms and potential fees for referrals from We Buy Any House.
2. Train the We Buy Any House team on how to identify and refer clients who may benefit from Communicate's services.
3. Set up a tracking system to monitor referrals and ensure timely payment of fees.

Value: MEDIUM

MUTUAL BENEFIT