

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house!' Simple Creations By T

Reasoning:

Both businesses target individuals who may be experiencing financial difficulties or are in need of quick sales. We Buy Any House could refer clients who need to sell their homes and are also interested in custom gifts for any life events they might be celebrating post-sale.

Value Proposition:

Increased customer base for Simple Creations By T as they tap into We Buy Any House's client list, potentially generating \$10,000 in new revenue from customized gifts for new homeowners.

Collaboration Example:

We Buy Any House could provide Simple Creations By T with a list of clients who have recently sold their homes. For instance, after closing a sale, We Buy Any House sends a personalized gift from Simple Creations to each new homeowner, creating a memorable experience while generating an additional \$2,500 in revenue from gift sales in the first month.

Synergy Potential:

The unique synergy lies in their shared target audience of financially distressed individuals, where We Buy Any House can facilitate emotional recovery through gifting, enhancing customer experience for both businesses.

Action Items:

1. Develop a referral agreement outlining terms for client introductions and revenue sharing.
2. Create a joint marketing campaign promoting personalized gifts for new homeowners.
3. Set up monthly check-ins to review referral success and adjust strategies.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Simple Creations By T!' We buy any house

Reasoning:

Simple Creations By T serves a clientele that values personalized experiences, including those celebrating significant life transitions. They can refer their clients who are moving or selling homes to We Buy Any House for quick sales.

Value Proposition:

Simple Creations By T can create an additional revenue stream by referring clients to We Buy Any House, potentially generating \$5,000 in revenue from commissions on referrals.

Collaboration Example:

When a customer orders a custom gift for a housewarming party, Simple Creations By T asks if they need to sell their current home. If so, they can refer them to We Buy Any House, offering a seamless transition that could generate \$2,000 in referral fees within the first three months.

Synergy Potential:

This partnership leverages the emotional aspect of moving and celebrating milestones, providing clients with a holistic service that encompasses both selling their home and commemorating their new beginning.

Action Items:

1. Create a referral tracking system to monitor and manage client introductions.
2. Design promotional materials that highlight the partnership benefits for customers.
3. Host a joint event where clients can learn about selling homes and personalized gifting, enhancing visibility for both brands.

Value: MEDIUM

MUTUAL BENEFIT