

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

75% conf

Free Agents Inc!" The P-Way Solutions LLC

Reasoning:

Free Agents Inc specializes in providing consulting services to companies, many of which may require janitorial services from The P-Way Solutions. By referring clients who need cleaning services, Free Agents can add value to their offerings and help The P-Way Solutions gain new clients.

Value Proposition:

Free Agents could potentially earn a referral fee for each client they send to The P-Way, increasing their revenue stream while helping The P-Way expand its customer base.

Collaboration Example:

Free Agents Inc identifies a client in need of improved office cleanliness and refers them to The P-Way Solutions. In return, they negotiate a 10% referral fee on the first contract signed, which could amount to \$500 if the contract is for \$5,000. This not only enhances Free Agents' service portfolio but also generates immediate revenue.

Synergy Potential:

The unique pairing lies in their complementary services. Free Agents offers strategic consulting, while The P-Way provides essential janitorial services, allowing them to target the same set of business clients in Jacksonville but from different service angles.

Action Items:

1. Set up a meeting between James Higbe and Pervis Lowman to discuss referral terms.
2. Create a co-branded promotional brochure highlighting the benefits of their services together.
3. Develop a tracking system for referrals to measure success and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

The P-Way Solutions LLC !' Free Agents Inc

Reasoning:

The P-Way Solutions can utilize the consulting services of Free Agents Inc to better understand and target their market. By improving their business strategy with Free Agents' insights, they can enhance their marketing efforts.

Value Proposition:

The P-Way could improve its market reach and operational efficiency, potentially increasing their sales by 20%, which could translate to an additional \$50,000 in revenue from new contracts.

Collaboration Example:

The P-Way Solutions engages Free Agents to conduct a market analysis to tailor their marketing materials and approach for commercial clients. This collaboration leads to a revamped marketing strategy that results in two new major contracts worth \$100,000 in total within three months.

Synergy Potential:

The P-Way's need for strategic marketing aligns perfectly with Free Agents' consulting expertise, allowing them to create a bespoke approach that targets the specific needs of their clientele.

Action Items:

1. Schedule a consultation session with Free Agents to discuss strategic needs.
2. Develop a timeline for the implementation of new marketing strategies based on Free Agents' recommendations.
3. Review and analyze the results after the marketing strategy has been implemented to measure effectiveness.

Value: HIGH

MUTUAL BENEFIT