

# BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Grayland

2 Relationships Identified

## BUSINESS PROFILES

### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Grayland !’ Complete Renewal LLC

#### Reasoning:

Grayland's target market includes commercial lenders and property owners, who may also be interested in health and wellness products as part of their lifestyle. Complete Renewal's focus on holistic wellness solutions aligns with the interests of health-conscious professionals that Grayland interacts with.

#### Value Proposition:

Grayland can refer its clients to Complete Renewal, potentially earning a commission on sales and enhancing its service offerings, while Complete Renewal gains access to a new customer base.

#### Collaboration Example:

Grayland can provide a referral card for Complete Renewal's products to clients during property appraisals. For instance, after appraising a commercial property, Grayland presents its client with a referral to Complete Renewal's spa services, which could lead to a \$1,000 order if just 5 clients purchase spa packages throughout the year.

#### Synergy Potential:

This partnership uniquely combines the real estate and wellness industries, allowing Grayland to differentiate itself by promoting health-conscious living among its clients, something that is not typical for real estate firms.

**Action Items:**

1. Create a referral card highlighting Complete Renewal's services to distribute during property appraisals.
2. Organize an informational session where Complete Renewal showcases its wellness products to Grayland's clients.
3. Develop a joint marketing campaign focusing on the benefits of wellness in work environments, targeting commercial properties.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Complete Renewal LLC !' Grayland

**Reasoning:**

Complete Renewal can refer its clients who are property owners or business owners in need of appraisal services to Grayland, particularly those who are expanding their wellness spaces or looking to invest in commercial properties.

**Value Proposition:**

Complete Renewal can earn a referral fee for sending clients to Grayland, while Grayland gains access to clients who may need appraisal services for their wellness-related properties.

**Collaboration Example:**

Complete Renewal can include a flyer about Grayland's appraisal services in their On-the-Go Spa kits. For example, if 10 clients are referred for appraisals over a quarter, and each appraisal is worth \$2,500, that's a potential \$25,000 in revenue for Grayland, benefiting both parties through a mutually beneficial referral agreement.

**Synergy Potential:**

This partnership is special because it merges the health and wellness industry with real estate, allowing both businesses to tap into a shared customer base that values both property investment and wellness initiatives.

**Action Items:**

1. Integrate Grayland's appraisal services information into Complete Renewal's wellness kits.
2. Host a joint event focusing on wellness in commercial spaces where Grayland can present appraisal insights.
3. Develop a referral agreement that outlines commission structures for leads sent between businesses.

Value: MEDIUM

MUTUAL BENEFIT