

# BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

REFERRAL 1/2

70% conf

Jazzi's Creations!" We buy any house

#### Reasoning:

Jazzi's Creations targets families and businesses looking for gifts, while We Buy Any House targets individuals needing to sell properties. They serve different but potentially overlapping customer bases, which could lead to referral opportunities.

#### Value Proposition:

Increased customer base by 20% through mutual referrals, leading to additional revenue for both.

#### Collaboration Example:

When We Buy Any House successfully purchases a home, they could refer the sellers to Jazzi's Creations for personalized moving gifts or farewell crafts for their children. For instance, a family selling their home could receive a voucher for a DIY family craft session, enhancing their emotional transition while driving business to Jazzi.

#### Synergy Potential:

Both businesses operate in the realm of personal and emotional transitions, Jazzi's Creations can provide meaningful gifts that resonate with We Buy Any House's clients during a life change.

#### Action Items:

1. Establish a referral program where Jazzi's Creations provides We Buy Any House with exclusive discounts for their clients.

2. Create joint marketing materials that highlight the referral benefits to customers of both businesses.
3. Set up monthly check-ins to track referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

60% conf

Jazzi's Creations! We buy any house

### Reasoning:

Both businesses can collaboratively host events that serve different aspects of home ownership and family life, creating a unique experience.

### Value Proposition:

Potential to generate \$1,000 per event from ticket sales, plus additional revenue from craft materials and promotions.

### Collaboration Example:

Jazzi's Creations could partner with We Buy Any House to host a 'Home Transition Craft Day' where families who have recently sold their homes can come and create personalized gifts to commemorate their old home. This event could charge \$40 per family, with 25 families participating, generating \$1,000 for Jazzi, while We Buy Any House gains exposure to potential future clients.

### Synergy Potential:

This collaboration uniquely blends the emotional aspect of moving with a creative outlet, appealing to families' needs during transitions and enhancing community engagement.

### Action Items:

1. Plan the event logistics, including venue, supplies, and marketing strategy by next week.
2. Develop a co-branded promotional campaign to attract participants from both businesses' networks.
3. Set a date for the event within the next month to maintain momentum and generate excitement.

Value: HIGH

MUTUAL BENEFIT