

# BUSINESS RELATIONSHIP ANALYSIS

Grayland!" The P-Way Solutions LLC

2 Relationships Identified

## BUSINESS PROFILES

### Grayland

Contact: Lauren Hubel  
Industry: Real Estate  
Commercial Real Estate Appraisal

### The P-Way Solutions LLC

Contact: Pervis Lowman  
Industry: Real Estate  
Commercial Janitorial Services

REFERRAL 1/2

80% conf

Grayland!" The P-Way Solutions LLC

#### Reasoning:

Grayland and The P-Way Solutions LLC serve overlapping target markets in the commercial real estate sector. Grayland's clients often need janitorial services to maintain their properties, while The P-Way Solutions can benefit from referrals from real estate professionals who need reliable commercial cleaning.

#### Value Proposition:

Grayland can earn referral commissions on contracts they bring to The P-Way Solutions, potentially generating an additional revenue stream of 10-15% on each janitorial contract referred.

#### Collaboration Example:

Grayland could set up a referral program where they introduce The P-Way Solutions to their existing clients who have recently acquired properties. For instance, if Grayland appraises a new office building for a client, they can recommend The P-Way Solutions for cleaning services during the property transition, thus securing a referral fee of \$500 for each contract signed.

#### Synergy Potential:

This partnership uniquely leverages Grayland's established relationships with commercial property owners to connect them with The P-Way Solutions, filling a critical service gap while creating a seamless experience for clients.

### Action Items:

1. Develop a referral agreement outlining commission rates.
2. Create joint marketing materials showcasing both services.
3. Schedule a meeting to discuss potential client introductions and target accounts.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

70% conf

The P-Way Solutions LLC / Grayland

### Reasoning:

The P-Way Solutions LLC could offer janitorial services to Grayland's clients, particularly after property appraisals. This relationship allows Grayland to provide a more comprehensive service to its clients by ensuring their properties are well-maintained post-acquisition.

### Value Proposition:

Grayland can enhance its service offering by including a reliable janitorial service, increasing client satisfaction and potentially raising their appraisal service fee by 5% due to the added value.

### Collaboration Example:

After an appraisal for a large commercial space, Grayland could recommend The P-Way Solutions for a deep-cleaning service before the new owners move in. For instance, if a client purchases a 10,000 sq ft office, The P-Way Solutions can provide a special rate for their cleaning services, enabling Grayland to present a complete solution and ensure the property is ready for occupancy.

### Synergy Potential:

This relationship is unique as it allows Grayland to position itself as a full-service provider in the commercial real estate space, fostering client loyalty while providing The P-Way Solutions with consistent business from the property transition phase.

### Action Items:

1. Establish a service level agreement for janitorial services tailored for Grayland's clients.
2. Organize a joint presentation for Grayland's clients to introduce The P-Way Solutions' services.
3. Create a promotional package for clients that includes appraisal and cleaning services.

Value: MEDIUM

MUTUAL BENEFIT