

# BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

REFERRAL 1/2

75% conf

Grayland !” Noseniorleftbehindfl.org

#### Reasoning:

Grayland provides commercial real estate appraisal services primarily to commercial lenders and property owners, while Noseniorleftbehindfl.org focuses on helping seniors maintain independence. Although their target markets differ, they can refer clients to each other. For example, Grayland may encounter property owners with senior tenants looking for assistance, creating a referral opportunity.

#### Value Proposition:

Grayland can enhance its service offerings by referring clients needing senior services, potentially increasing customer loyalty and generating additional business without direct costs.

#### Collaboration Example:

If Grayland appraises a commercial property that serves as a senior living complex, they could recommend Noseniorleftbehindfl.org to the property owner for senior assessments, ensuring the property is tailored to those needs. This cross-referral not only helps both businesses grow but also ensures the property owner addresses the needs of their senior tenants.

#### Synergy Potential:

This partnership is unique as it connects the real estate sector with senior services, allowing for enhanced community support. By working together, they can create a more comprehensive solution for property owners who serve senior tenants.

### Action Items:

1. Establish a formal referral agreement outlining the terms of client referrals.
2. Organize a joint networking event to introduce both businesses to each other's clients and partners.
3. Create a co-branded brochure that highlights how both services can benefit property owners and seniors.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

65% conf

Noseniorleftbehindfl.org !' Grayland

### Reasoning:

Noseniorleftbehindfl.org's assessments identify seniors who may need to relocate or downsize, which often involves property appraisal. They can refer these clients to Grayland for valuation services, ensuring their clients receive expert assistance in their real estate needs.

### Value Proposition:

Noseniorleftbehindfl.org can expand its service offerings by providing clients with access to professional appraisal services, enhancing client satisfaction and loyalty, while Grayland gains new clients through these referrals.

### Collaboration Example:

When Noseniorleftbehindfl.org assesses a senior client who must sell their home to afford care, they can recommend Grayland for a proper appraisal. This ensures the client gets a fair market value, and Grayland gains a new client, with both businesses benefiting from the transaction.

### Synergy Potential:

This partnership leverages the intersection of real estate and senior services, ensuring that seniors in need of relocation receive tailored support, which is often overlooked in traditional real estate transactions.

### Action Items:

1. Develop a streamlined referral process that both businesses can easily follow.
2. Create educational materials or workshops for seniors about the real estate process, including the importance of appraisals.
3. Implement a referral tracking system to measure the success of the partnership and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT