

# BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

## REFERRAL 1/2

75% conf

Enriquez Aesthetics !" We buy any house

### Reasoning:

Enriquez Aesthetics targets individuals with chronic skin conditions who may be distressed or experiencing personal issues, which aligns with the clientele of We Buy Any House, who are often under financial stress. By referring clients to each other, both businesses can expand their customer base.

### Value Proposition:

Increased client referrals could lead to a 15% increase in new clients for both businesses, translating into potential additional revenue of \$10,000 for each within the next quarter.

### Collaboration Example:

Enriquez Aesthetics could provide a referral card for clients who are dealing with stress or financial issues, directing them to We Buy Any House for assistance in selling their homes. Simultaneously, We Buy Any House could give its clients a voucher for a complimentary skin consultation or facial treatment, incentivizing home sellers to consider skincare as part of their self-care during a stressful time.

### Synergy Potential:

This pairing is unique as both businesses address stress and well-being from different angles—one through aesthetics and self-image and the other through financial relief and housing solutions—creating a holistic support system for their clients.

**Action Items:**

1. Develop a referral program that includes promotional materials for both businesses.
2. Set up a meeting to discuss co-branded marketing strategies aimed at targeting their overlapping clientele.
3. Create a mutual discount system that incentivizes referrals between the two businesses.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

We buy any house !' Enriquez Aesthetics

**Reasoning:**

We Buy Any House deals with individuals who may be experiencing distress from financial difficulties, making them potential clients for Enriquez Aesthetics' luxury facial services as a form of self-care. Referring clients to each other can benefit both.

**Value Proposition:**

Each referral could generate an additional \$500 in revenue per client, potentially leading to an influx of 20 new clients for Enriquez Aesthetics, resulting in \$10,000 in added revenue.

**Collaboration Example:**

We Buy Any House could include a brochure for Enriquez Aesthetics in their onboarding packets for new clients, offering them a \$100 discount on their first treatment. This could be positioned as a way for sellers to invest in self-care during a difficult transition, increasing the perceived value of the referral.

**Synergy Potential:**

The combination of real estate and aesthetics services offers a unique emotional support system, where clients can find relief both financially and personally, enhancing their overall well-being.

**Action Items:**

1. Create a referral brochure for Enriquez Aesthetics to distribute with closing documents.
2. Host a joint event focused on wellness for individuals experiencing life transitions such as selling their home.
3. Track referral conversions to measure the effectiveness of the partnership and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT