

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

## REFERRAL 1/2

75% conf

We buy any house !’ Free Agents Inc

### Reasoning:

Both businesses target clients who require assistance, but in different capacities. We Buy Any House caters to homeowners in distress, while Free Agents Inc helps companies solve broader business issues, potentially including financial troubles that may lead to property sales.

### Value Proposition:

By referring distressed homeowners to Free Agents Inc, We Buy Any House can facilitate broader financial solutions for its clients, while Free Agents Inc can gain access to new leads in the property market.

### Collaboration Example:

When We Buy Any House encounters a client who is not only struggling to sell their property but also has business-related issues, they can refer them directly to Free Agents Inc. For example, a client who inherited a home and is unsure how to manage their family business can be directed to Free Agents. Both companies agree on a referral fee of 10% of the service fee, which could translate into an additional \$1,000 for We Buy Any House if Free Agents earns \$10,000 from the client.

### Synergy Potential:

The unique synergy lies in their complementary services—one addresses immediate property needs while the other provides long-term business solutions, allowing them to effectively serve a shared clientele experiencing multifaceted challenges.

**Action Items:**

1. Set up a formal referral agreement outlining commission rates.
2. Create marketing materials that highlight the referral process.
3. Schedule a joint meeting to discuss and identify cross-referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Free Agents Inc!' We buy any house

**Reasoning:**

Free Agents Inc serves companies that may be financially strapped, leading to potential property sales. By referring these clients to We Buy Any House, they can assist in resolving property issues, creating a beneficial referral chain.

**Value Proposition:**

Free Agents can offer their clients a pathway to quickly liquidate real estate assets while earning a referral fee, thereby enhancing their service offering and client satisfaction.

**Collaboration Example:**

During a consultation, Free Agents Inc discovers that a client is facing foreclosure on a commercial property. They can refer this client to We Buy Any House for a fast cash offer. If the property sells for \$200,000, Free Agents agrees to a \$2,000 referral fee, enhancing their value proposition and helping the client avoid foreclosure.

**Synergy Potential:**

This partnership is unique as it combines property liquidation with business consultancy, directly addressing the financial pain points of clients in a holistic manner, thus increasing the likelihood of successful outcomes for both businesses.

**Action Items:**

1. Draft a referral program that includes benefits for both parties.
2. Host an informational webinar for clients of Free Agents about property selling options.
3. Develop a streamlined process for referrals to ensure quick communication between both businesses.

Value: MEDIUM

MUTUAL BENEFIT