

# BUSINESS RELATIONSHIP ANALYSIS

## Genuines Coaching & Consulting !” Grayland

4 Relationships Identified

### BUSINESS PROFILES

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

#### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

### REFERRAL 1/4

75% conf

## Genuines Coaching & Consulting !” Grayland

#### Reasoning:

Genuines Coaching & Consulting targets business owners and corporate executives, who may also require commercial real estate services. Grayland could benefit from referrals from Genuines' clients who are looking to acquire or lease commercial properties.

#### Value Proposition:

By referring clients to each other, both businesses can increase their customer base and potentially generate additional revenue through referral fees or commissions.

#### Collaboration Example:

During a coaching session, Reden Dionisio discovers that one of his clients, a small business owner, is looking to expand and needs commercial space. He refers them directly to Lauren Hubel at Grayland, who provides a tailored list of available properties. If the client leases a property through Grayland, Genuines earns a 5% referral fee on the annual lease, generating an estimated \$1,500 in revenue.

#### Synergy Potential:

The unique synergy lies in their complementary services; Genuines provides business growth strategies while Grayland offers essential real estate solutions, creating a holistic approach for clients seeking expansion.

### Action Items:

1. Schedule a meeting between Reden and Lauren to discuss mutual referral opportunities.
2. Establish a referral fee structure to incentivize both parties for successful leads.
3. Create a joint marketing piece highlighting the benefits of coaching and real estate services for small business owners.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/4

65% conf

Genuines Coaching & Consulting | Grayland

### Reasoning:

Both businesses cater to professionals in the corporate sector, making them ideal candidates for joint events that enhance their visibility and client engagement.

### Value Proposition:

By collaborating on events, both businesses can leverage each other's networks, potentially doubling the attendance and enhancing their brand recognition.

### Collaboration Example:

Genuines Coaching & Consulting and Grayland could host a 'Business Growth Summit' targeted at local entrepreneurs and executives. The event features a workshop led by Reden on strategic business planning and a presentation by Lauren on commercial real estate trends. They charge attendees \$100 each, expecting 50 participants, which would yield \$5,000 split between them, along with new leads for both businesses.

### Synergy Potential:

This partnership is unique as it combines professional development with practical real estate insights, providing attendees with comprehensive tools for business growth and expansion.

### Action Items:

1. Develop an event plan including venue, agenda, and marketing strategy.
2. Create promotional materials highlighting the benefits of attending the summit.
3. Engage with local business groups to promote the event and secure participants.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 3/4

75% conf

### Grayland !' Genuines Coaching & Consulting

#### Reasoning:

Grayland serves commercial lenders and property owners who may need coaching for business strategy and leadership development. Genuines Coaching & Consulting can refer its clients in the real estate sector to Grayland for appraisal services, enhancing their client value.

#### Value Proposition:

By referring clients to each other, both businesses can increase their client base; Grayland could gain 5-10 new appraisal clients annually, equating to an additional \$20,000-\$40,000 in revenue.

#### Collaboration Example:

Grayland can provide Genuines Coaching with a list of its commercial lender clients who might benefit from executive coaching. In return, Genuines can offer a free initial consultation to these clients, helping them improve their leadership skills while promoting Grayland's appraisal services, effectively creating a win-win scenario.

#### Synergy Potential:

This partnership is unique because it bridges the gap between real estate appraisal and business coaching, allowing clients to enhance their operational strategy while ensuring their property investments are accurately valued.

#### Action Items:

1. Set up a meeting between Lauren Hubel and Reden Dionisio to discuss referral processes.
2. Create a mutually beneficial referral program with specific incentives.
3. Develop marketing materials to promote this referral relationship to both client bases.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

### Genuines Coaching & Consulting !' Grayland

#### Reasoning:

Genuines Coaching works with small business owners who might need appraisal services for their properties or real estate investments. By referring clients to Grayland, Genuines can enhance their service offerings.

#### Value Proposition:

Through this referral arrangement, Genuines can offer its clients access to appraisal services, potentially adding more value to its coaching packages and allowing both businesses to tap into a wider market.

#### Collaboration Example:

Genuines Coaching can host a workshop for small business owners, highlighting the importance of understanding property values in business decisions. During this workshop, Grayland can present on commercial property appraisal, positioning itself as the go-to service for attendees, leading to at least 3-5 new clients signing up for appraisals.

#### Synergy Potential:

The collaboration uniquely combines coaching expertise with real estate valuation, allowing small business owners to receive comprehensive support for their business decisions, rather than just isolated services.

**Action Items:**

1. Organize a joint workshop focused on property valuation for business decisions.
2. Create a list of Genuines' existing clients who are in the real estate market and reach out to them with Grayland's services.
3. Draft a promotional flyer that outlines the benefits of working with both companies.

Value: MEDIUM

MUTUAL BENEFIT

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