

# BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house!" Complete Renewal LLC

#### Reasoning:

Both businesses serve distinct but overlapping customer bases. Business A targets individuals needing to sell homes quickly, many of whom may also be in need of holistic wellness and self-care solutions provided by Business B. Referring clients between each other could enhance customer satisfaction and retention.

#### Value Proposition:

Increased customer base for both businesses, estimated revenue increase of 20% from referrals in the first year.

#### Collaboration Example:

We Buy Any House could create a referral program where they offer clients who sell their home a discount on Complete Renewal's skincare products. For instance, after a sale is finalized, sellers receive a \$50 gift card for Complete Renewal to encourage them to focus on self-care during a stressful transition. Both businesses could track the referrals and share in the revenue generated from this initiative.

#### Synergy Potential:

This partnership uniquely combines the stress of selling a home with the need for self-care, providing a holistic approach to client well-being. Both businesses can create a supportive community for their clients, enhancing loyalty and emotional connection.

**Action Items:**

1. Develop a joint marketing brochure highlighting the referral program.
2. Set up a tracking system for referrals to measure effectiveness.
3. Launch the referral program with a promotional event to attract initial clients.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Complete Renewal LLC! We buy any house

**Reasoning:**

Complete Renewal serves health-conscious women who may also be looking to sell distressed properties due to financial struggles. Referring clients who are in need of home sale services can create a reciprocal relationship that benefits both businesses.

**Value Proposition:**

Access to a new market segment, increasing potential sales by 15% through targeted referrals.

**Collaboration Example:**

Complete Renewal could offer a special package to clients who purchase their skincare or haircare products, providing a complimentary consultation with We Buy Any House. For example, a customer who buys a \$100 wellness package could receive a free home valuation service, creating an incentive for her to consider selling her distressed property. This would be a win-win, as it promotes both wellness and real estate solutions.

**Synergy Potential:**

By combining holistic wellness with property solutions, this partnership addresses both physical and financial health, appealing to clients' needs in a comprehensive manner. It stands out as a dual-service offering that uniquely supports women's health and economic stability.

**Action Items:**

1. Create a promotional campaign that highlights the benefits of both services.
2. Organize an open house event where clients can experience Complete Renewal products while discussing home selling options.
3. Develop joint content marketing materials, like blog posts, that discuss home selling tips alongside wellness advice.

Value: HIGH

MUTUAL BENEFIT