

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” We b

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

### COLLABORATION 1/2

70% conf

#### Celebrate & Smile International Steppers !” We buy any house

##### Reasoning:

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, which can be a unique offering for We Buy Any House's clients who may be stressed from selling their properties. By collaborating, they can provide a holistic service that addresses both the emotional and practical needs of home sellers.

##### Value Proposition:

This partnership can generate additional revenue for Celebrate & Smile through workshops, while We Buy Any House enhances their service offering, potentially increasing their client base by attracting sellers looking for stress relief and community support.

##### Collaboration Example:

Celebrate & Smile can organize a 'Stress Relief Dance Workshop' specifically for clients of We Buy Any House who are in the process of selling their homes. The workshop could take place at a local community center or park, where 15-20 participants engage in fun, guided dance sessions that help relieve stress and foster community connections. Each participant pays \$30, generating \$600 for Celebrate & Smile while providing We Buy Any House clients with a valuable emotional outlet during a challenging time.

##### Synergy Potential:

This pairing uniquely combines the emotional support needed during the stressful process of selling a home with the joyful and uplifting experience of dance, creating a special atmosphere of community around a commonly challenging life event.

**Action Items:**

1. Schedule a meeting between Tiffany Barksdale and Chris Moore to discuss the partnership details.
2. Develop a marketing plan targeting We Buy Any House's existing clients for the dance workshop.
3. Set a date and secure a venue for the initial 'Stress Relief Dance Workshop'.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

We buy any house !' Celebrate & Smile International Steppers

**Reasoning:**

We Buy Any House serves individuals who are often in distress and may benefit from community support. Referring clients to Celebrate & Smile can help address potential mental health needs of sellers, creating a supportive network.

**Value Proposition:**

By referring clients to Celebrate & Smile, We Buy Any House can enhance their service reputation, leading to increased client satisfaction and potential referrals back to them from those clients.

**Collaboration Example:**

When We Buy Any House identifies a client struggling with the emotional weight of selling their home, they can refer them directly to Celebrate & Smile for a complimentary first dance class. This referral not only adds value to We Buy Any House's service but also allows Celebrate & Smile to reach new clients, potentially leading to more workshops and classes being booked in the future.

**Synergy Potential:**

This relationship is unique because it combines real estate transaction support with emotional health resources, positioning both businesses as caring members of the Jacksonville community that prioritize client well-being.

**Action Items:**

1. Create a referral program with Celebrate & Smile that includes special offers for referred clients.
2. Train the We Buy Any House team on how to identify clients who could benefit from Celebrate & Smile's services.
3. Develop promotional materials that highlight the benefits of the referral program for both businesses.

Value: MEDIUM

MUTUAL BENEFIT