

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Soulfitness Studio Health and welll

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

REFERRAL 1/2

80% conf

Grayland !” Soulfitness Studio Health and welll

Reasoning:

Grayland provides commercial real estate appraisal services which are often sought by business owners, including those in the health and wellness sector like Soulfitness Studio. By referring clients who are looking for health and wellness spaces to Soulfitness, Grayland can help them find properties that suit their needs, while also introducing clients to a wellness option they may not have considered.

Value Proposition:

Increased customer base for Soulfitness and enhanced service offerings for Grayland, potentially leading to 10-20% increase in client referrals.

Collaboration Example:

Grayland could refer its clients who are opening new commercial spaces to Soulfitness for wellness programs or fitness classes. For instance, if a client is developing a new commercial space for a wellness center, Grayland would introduce them to Soulfitness, which could offer tailored wellness packages for the new business, generating extra revenue for both.

Synergy Potential:

The unique synergy lies in the fact that Grayland specializes in commercial properties, while Soulfitness caters to businesses focused on health, creating a niche market for wellness-focused commercial spaces.

Action Items:

1. Grayland creates a brochure highlighting Soulfitness services to distribute to potential commercial clients.
2. Soulfitness designs a referral program that offers discounts or free sessions to clients referred by Grayland.
3. Schedule a joint networking event to introduce both businesses to local real estate and wellness professionals.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center! Grayland

Reasoning:

Soulfitness Studio's target market includes individuals interested in health and wellness, many of whom may also be property owners or investors looking to evaluate commercial properties. They can refer clients seeking appraisal services to Grayland, thus enhancing their clientele and service offerings.

Value Proposition:

Increased visibility for Grayland among health-conscious investors and property owners, potentially leading to a 15-25% increase in appraisal requests.

Collaboration Example:

Soulfitness could run a workshop on healthy living that includes a segment on understanding commercial property investments. During this workshop, they could invite Grayland to present on the importance of property appraisal in investment decisions, leading to direct referrals from attendees interested in property ownership.

Synergy Potential:

This partnership is unique as it combines the health and wellness focus of Soulfitness with the financial and investment aspects of Grayland, appealing to a demographic that values both health and smart real estate investments.

Action Items:

1. Develop a co-branded workshop curriculum that includes property investment advice from Grayland.
2. Create promotional materials for the workshop that allow attendees to receive a free consultation from Grayland.
3. Launch a social media campaign to promote the workshop, targeting both health enthusiasts and potential property investors.

Value: MEDIUM

MUTUAL BENEFIT