

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create !” We buy any house

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house !” Organize Design Create

Reasoning:

Both businesses serve customers who are in financial distress or looking to grow, making them complementary rather than competitive. We Buy Any House can refer clients who need assistance with marketing their properties to Organize Design Create.

Value Proposition:

We Buy Any House could increase its client base by referring clients to a marketing firm that can help them present their properties better, potentially leading to quicker sales and higher returns.

Collaboration Example:

When We Buy Any House acquires a distressed property, they can refer the homeowner to Organize Design Create for branding and marketing services to help sell the home. For example, if a homeowner has a property that needs staging and online marketing, Organize Design Create can develop a targeted campaign that showcases the property's potential, leading to a quicker sale. The referral could yield We Buy Any House a 10% referral fee from the marketing contract.

Synergy Potential:

This partnership is unique because it combines the immediate service of property acquisition with the long-term strategy of marketing, providing a holistic solution for distressed homeowners.

Action Items:

1. Establish a referral agreement outlining the commission structure.
2. Create co-branded marketing materials that highlight both businesses' services.
3. Set up a monthly meeting to review referrals and success stories for continuous improvement.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Organize Design Create !' We buy any house

Reasoning:

Organize Design Create can provide marketing services to We Buy Any House, enhancing their visibility and attracting more clients in need of selling distressed properties. This is a directional relationship where B serves A.

Value Proposition:

By utilizing Organize Design Create's marketing expertise, We Buy Any House can improve its outreach, potentially increasing property acquisitions by 25% over the next quarter.

Collaboration Example:

Organize Design Create could launch a targeted social media campaign for We Buy Any House, showcasing success stories of distressed property sales. For instance, they could create a video series featuring testimonials from satisfied sellers, which would attract more clients looking to sell their homes quickly. The project could be completed in four weeks with a budget of \$2,000, leading to an increased flow of leads for We Buy Any House.

Synergy Potential:

This partnership uniquely positions We Buy Any House to leverage Organize Design Create's marketing skills to create a narrative around their business, helping to build trust and credibility in the market.

Action Items:

1. Schedule an initial meeting to discuss specific marketing goals and strategies.
2. Develop a timeline and budget for the marketing campaign.
3. Monitor the results of the campaign to track lead generation and conversions.

Value: HIGH

MUTUAL BENEFIT