

# BUSINESS RELATIONSHIP ANALYSIS

We buy any house!" WhitBits Cookies

2 Relationships Identified

## BUSINESS PROFILES

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

REFERRAL 1/2

75% conf

We buy any house!" WhitBits Cookies

#### Reasoning:

Both businesses target individuals in transitional life stages, albeit in different contexts. Business A focuses on homeowners needing to sell distressed properties, while Business B serves professionals and event planners looking for treats. Referring clients can create a mutually beneficial referral stream.

#### Value Proposition:

By referring clients, Business A could generate additional revenue from commissions on referrals, while Business B gains access to a new customer base potentially interested in catering for events.

#### Collaboration Example:

Chris Moore from We Buy Any House could refer clients who are selling their homes to Whitney Branch at WhitBits Cookies for events like housewarming parties or open houses. For every referral that leads to a sale, Whitney offers Chris a 10% commission on cookie orders, potentially generating \$200 in revenue per client.

#### Synergy Potential:

This partnership uniquely combines the urgency of selling a home with the joy of celebration, allowing both businesses to thrive in their respective markets while enhancing the customer experience.

#### Action Items:

1. Develop a referral agreement that outlines commission structures.

2. Create joint marketing materials to promote the referral program.
3. Schedule a meeting to discuss and finalize details of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

65% conf

WhitBits Cookies! We buy any house

### Reasoning:

WhitBits Cookies could supply cookies for events organized by We Buy Any House, particularly open house events or client appreciation gatherings. This relationship allows Business A to enhance their service offerings.

### Value Proposition:

By purchasing cookies for events, We Buy Any House can increase client engagement and satisfaction, potentially leading to quicker sales and a stronger brand image, while WhitBits gains a consistent buyer.

### Collaboration Example:

During an upcoming open house, Chris could order a selection of WhitBits Cookies to serve potential buyers. If 50 cookies are purchased at \$2 each, that's a \$100 order that not only beautifies the event but also creates a welcoming atmosphere, encouraging more visitors to explore the property.

### Synergy Potential:

This relationship is special because it combines property sales with delightful consumer experiences, making home selling feel more personal and enjoyable for potential buyers.

### Action Items:

1. Establish a pricing agreement for bulk cookie orders.
2. Create a promotional flyer highlighting cookie offerings for events.
3. Plan a trial open house event to gauge customer reactions to the cookies.

Value: MEDIUM

MUTUAL BENEFIT