

# BUSINESS RELATIONSHIP ANALYSIS

N o s e n i o r l e f t b e h i n d f l . o r g ! " W e b u y a n y h o u

2 Relationships Identified

## BUSINESS PROFILES

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house !' Noseniorleftbehindfl.org

#### Reasoning:

Both businesses target individuals in distressing situations, with Business A focusing on distressed property sales and Business B on senior services. They can refer clients to each other without competing directly, as seniors may need to sell their homes to maintain their independence.

#### Value Proposition:

By referring clients to each other, both businesses can increase their customer base and service offerings, potentially increasing revenue by 20-30% through new leads.

#### Collaboration Example:

If We Buy Any House encounters a senior homeowner looking to sell due to financial hardship, Chris can refer them to Noseniorleftbehindfl.org for assistance with maintaining their independence. In return, Wanda can direct seniors needing to relocate to We Buy Any House, creating a mutually beneficial referral loop that enhances both businesses' client reach.

#### Synergy Potential:

This pairing is unique because it combines property liquidation with senior care, providing a holistic approach for seniors facing housing challenges, thereby addressing both immediate and long-term needs.

### Action Items:

1. Set up a referral agreement outlining the terms for client referrals between both businesses.
2. Create branded referral cards that can be distributed to clients, providing contact details for both businesses.
3. Host an informational session for seniors where both businesses can present their services and how they can support this demographic.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org! We buy any house

### Reasoning:

Noseniorleftbehindfl.org serves seniors who may need to downsize or sell their homes, which aligns with Business A's focus on purchasing distressed properties. Referring clients can help both businesses grow.

### Value Proposition:

This partnership can enhance both businesses' visibility among seniors and their families, potentially leading to a 15% increase in client inquiries for both parties.

### Collaboration Example:

When Noseniorleftbehindfl.org conducts assessments and identifies seniors needing to sell their homes due to health or financial issues, Wanda can refer them directly to Chris at We Buy Any House. In turn, Chris can suggest Noseniorleftbehindfl.org's services to seniors looking for support after selling their homes, creating a referral cycle that benefits both.

### Synergy Potential:

This relationship is particularly special because it merges the real estate market with senior care services, creating a comprehensive support system for seniors navigating difficult transitions.

### Action Items:

1. Develop a joint marketing flyer that highlights both services and how they can assist seniors during transitions.
2. Plan a community event focused on educating seniors about housing options, featuring both businesses.
3. Implement a feedback loop where both businesses can share success stories and adjust referral processes based on client experiences.

Value: MEDIUM

MUTUAL BENEFIT