

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !” V

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house !’ Soulfitness Studio Health and wellness center

Reasoning:

Both businesses serve individuals who may be facing financial challenges. Business A targets those who need to sell their homes quickly, which may include clients of Business B who are struggling with weight loss or mental health issues. By referring clients to each other, they can enhance their services and provide more comprehensive support.

Value Proposition:

Increased customer base through referrals, potentially adding 10-15% revenue for both businesses.

Collaboration Example:

We Buy Any House could refer clients who are selling their homes due to financial strain to Soulfitness Studio for wellness programs designed for stress relief and mental health support. In return, Soulfitness would provide clients undergoing a transition with discounted memberships, encouraging a healthier lifestyle during turbulent times. For example, if Business A sells a house, they could refer the seller to Soulfitness, potentially generating \$200 in membership fees.

Synergy Potential:

This pairing is unique because it combines real estate transitions with health and wellness, addressing both physical and emotional well-being during stressful life changes, creating a holistic support system.

Action Items:

1. Develop a referral agreement outlining the terms and benefits for both businesses.
2. Create co-branded marketing materials highlighting the referral program.
3. Schedule a joint promotional event to launch the referral partnership, such as a health seminar for homeowners.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' We buy any house

Reasoning:

Soulfitness Studio's clientele, who are looking to improve their health, might include individuals facing financial challenges that prompt a need to sell their homes. By referring clients to We Buy Any House, they can provide a valuable resource for members needing to sell quickly, thereby enhancing the wellness journey.

Value Proposition:

Potential for increased revenue through referrals, estimated at an additional 10% for Business A and enhanced service offerings for Business B.

Collaboration Example:

Soulfitness Studio could identify members who are in financial distress and provide them with a referral to We Buy Any House. For instance, a member struggling with weight loss due to financial stress could be directed to Business A for a quick home sale, with the promise of a follow-up wellness program at Soulfitness, creating a seamless support experience.

Synergy Potential:

The uniqueness lies in both businesses addressing critical life challenges—financial and health—creating a supportive network that helps clients navigate through their difficulties effectively.

Action Items:

1. Establish a referral protocol for Soulfitness staff to identify potential clients for Business A.
2. Create a joint promotional campaign that showcases the benefits of both services.
3. Host a workshop on financial wellness and health at Soulfitness, featuring We Buy Any House as a guest speaker.

Value: MEDIUM

MUTUAL BENEFIT