

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

REFERRAL 1/2

75% conf

Bluebird Health Partners!" We buy any house

#### Reasoning:

Bluebird Health Partners focuses on healthcare solution providers, while We Buy Any House serves individuals facing financial distress, which may include those needing healthcare solutions. By referring clients in need of healthcare services, Bluebird can enhance its service offerings and We Buy Any House can provide additional support to its clients.

#### Value Proposition:

Bluebird Health Partners could increase its client base by 15-20% through referrals, while We Buy Any House can improve client satisfaction by offering comprehensive support.

#### Collaboration Example:

When We Buy Any House meets a homeowner who is struggling financially and may also need assistance with healthcare, they can refer the client to Bluebird Health Partners for strategy execution on healthcare solutions. In return, Bluebird will refer clients needing to sell distressed properties to We Buy Any House, creating a cycle of referrals that benefits both businesses.

#### Synergy Potential:

This pairing is unique because it connects healthcare consulting with real estate solutions, addressing both health and financial issues that often intersect in distressed situations.

### Action Items:

1. Develop a referral agreement outlining the terms and expectations of the partnership.
2. Create joint marketing materials highlighting the benefits of the referral program.
3. Set up regular check-ins to track referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

We buy any house! Bluebird Health Partners

### Reasoning:

We Buy Any House could encounter clients who are in financial distress and also need strategic healthcare solutions. By referring these clients to Bluebird Health Partners, they can add value to their service offering and create a supportive ecosystem.

### Value Proposition:

We Buy Any House could enhance its service offering by providing clients access to healthcare consulting, potentially increasing customer loyalty and retention.

### Collaboration Example:

A client looking to sell their home due to financial difficulties also expresses concerns about healthcare costs. We Buy Any House can refer this client to Bluebird Health Partners, allowing them to receive tailored healthcare strategy advice. In return, Bluebird can refer clients needing to sell properties to We Buy Any House, fostering a mutually beneficial relationship.

### Synergy Potential:

This partnership is unique as it integrates healthcare consulting with the real estate market, addressing a holistic approach to clients' financial and health-related challenges.

### Action Items:

1. Establish a structured referral program with clear communication channels.
2. Train staff at We Buy Any House on recognizing clients who may benefit from healthcare consulting.
3. Schedule quarterly meetings to assess the effectiveness of referrals and adapt strategies.

Value: MEDIUM

MUTUAL BENEFIT