

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" We buy a

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house !' Aspirations Behavioral Health Inc.

Reasoning:

Both businesses target individuals in distress, albeit in different ways. We Buy Any House targets homeowners needing to sell quickly, while Aspirations Behavioral Health focuses on mental health support. This creates an opportunity for cross-referrals where distressed sellers may also benefit from mental health counseling.

Value Proposition:

Increased client base through referral network; potential for an additional 10-15% in new clients for both businesses as they refer clients to each other.

Collaboration Example:

Chris Moore from We Buy Any House regularly encounters clients who are stressed about their financial situations and selling their homes. He can refer these clients to Kristian Wilson for mental health counseling, providing a support system during their selling process. In return, Kristian can refer clients needing to sell their homes to Chris, creating a seamless support network for their clients.

Synergy Potential:

This partnership uniquely combines real estate with mental wellness, addressing both physical and emotional needs during a significant life change. The synergy lies in their shared clientele who are experiencing high levels of stress.

Action Items:

1. Set up a meeting between Chris and Kristian to discuss mutual referral opportunities.
2. Create a simple referral agreement outlining how clients will be exchanged.
3. Develop co-branded marketing materials highlighting the benefits of both services for distressed homeowners.

Value: MEDIUM

MUTUAL BENEFIT

PARTNER 2/2

65% conf

Aspirations Behavioral Health Inc.!' We buy any house

Reasoning:

Aspirations Behavioral Health could benefit from partnering with We Buy Any House to provide holistic support for clients dealing with the stress of selling a home. This can create joint offerings that enhance both businesses' services.

Value Proposition:

By collaborating, Aspirations can offer mental health workshops to We Buy Any House clients, increasing their brand visibility and potential new client acquisition by 20%.

Collaboration Example:

Aspirations could host a monthly workshop for clients of We Buy Any House at their office, focusing on coping strategies during stressful life transitions. We Buy Any House promotes these workshops to their sellers, providing them not just a service, but emotional support through the process. For example, during a workshop, participants could learn stress management techniques specifically tailored to the challenges of selling a home.

Synergy Potential:

This partnership is unique because it addresses the emotional and psychological aspects of selling a home, not just the transactional side. It offers a comprehensive support system for clients navigating significant life changes.

Action Items:

1. Develop a schedule for monthly workshops focusing on mental health during real estate transitions.
2. Create promotional content for both businesses to share in their respective networks.
3. Evaluate participant feedback to refine future offerings and enhance collaboration.

Value: HIGH

MUTUAL BENEFIT