

JAX Bridges

Business Relationship Analysis

December 14, 2025

Grayland

- Real Estate

Commercial Real Estate Appraisal

Contact Information

Contact: Lauren Hubel
Email: lauren@graylandcommercial.com
Phone: 904-228-6727
Website: graylandcommercial.com

TARGET MARKET

Commercial Lenders, Property Owners, Tax/Legal Professionals

Partnership Opportunities (30)

1 The P-Way Solutions LLC

Real Estate

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions LLC can refer clients needing property evaluations to Grayland, especially those who require appraisals for financing or legal purposes. This referral relationship can help both businesses grow their client bases.

VALUE: By referring clients for appraisal services, The P-Way could enhance its service offerings and potentially earn a referral fee, while Grayland gains access to new clients, increasing its revenue by approximately 15%.

-> WHAT YOU PROVIDE (Referral)

Grayland and The P-Way Solutions LLC target common clientele in the commercial sector, including property owners and small businesses that require both appraisal and janitorial services. They can refer clients to each other, creating a mutually beneficial referral network.

VALUE: Increased client referrals can lead to a potential 20% increase in revenue for both businesses, as they can tap into each other's client base.

[!] PARTNERSHIP SCENARIO

Grayland could refer its commercial property clients to The P-Way Solutions for their janitorial needs during property transitions. For example, when a property is sold, Grayland can recommend The P-Way to ensure the property is clean and presentable for the new owners, potentially leading to several contracts worth \$1,000 each.

[*] UNIQUE SYNERGY

Both businesses are in the real estate sector, which creates a unique synergy as they can streamline services for clients who need both appraisals and property maintenance, positioning themselves as a one-stop solution.

NEXT STEPS:

- 1 Create a referral agreement outlining the terms and benefits for both parties.
- 2 Develop marketing materials that highlight the partnership and the services offered.
- 3 Schedule a joint networking event to introduce both businesses to each other's clientele.

2 JAX AI Agency

Technology

80%

-> One-way

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can offer innovative AI solutions that enhance Grayland's appraisal services, making them more efficient and appealing to their clients. This collaboration can lead to new technological advancements in the real estate field.

VALUE: By implementing AI tools, Grayland can reduce appraisal turnaround time by up to 50%, potentially allowing them to take on more clients, thus increasing revenue.

[!] PARTNERSHIP SCENARIO

Grayland could partner with JAX AI Agency to develop an AI tool that automates property value assessments. For example, they could implement a system that analyzes market trends and historical data to generate preliminary appraisals. This tool could be demonstrated in a workshop for Grayland's clients, showing them how AI can streamline their operations. The project could be done over three months, with shared investment and profits from the new service.

[*] UNIQUE SYNERGY

The synergy lies in combining cutting-edge AI technology with traditional appraisal techniques, enabling Grayland to stay ahead in a competitive market while providing JAX AI a real-world application for their solutions.

NEXT STEPS:

- 1 Draft a proposal for an AI-driven appraisal tool and outline project milestones.
- 2 Identify key metrics for success such as time saved and client satisfaction improvements.
- 3 Plan a client workshop to introduce the new service once developed.

3 Jazzi's Creations

Events & Gifts

80%

-> One-way

<- WHAT THEY PROVIDE (Collaboration)

Both businesses can collaborate on events that showcase Jazzi's crafting services in spaces appraised by Grayland, attracting potential clients from both sectors.

VALUE: This collaboration could result in generating revenue through event fees while also promoting both businesses to new audiences, potentially increasing sales by 20% during events.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations can organize a 'Crafting for Corporate' event at a commercial property appraised by Grayland. Local businesses can come together for a networking session while crafting their own corporate swag, with Grayland providing insights into the property market. Jazzi earns \$1,000 from the event fees, and Grayland generates leads from local businesses interested in leasing or investing.

[*] UNIQUE SYNERGY

This pairing is unique as it blends the creative aspect of Jazzi's offerings with the professional, analytical approach of Grayland, providing a complete environment for corporate engagement.

NEXT STEPS:

- 1 Identify suitable commercial properties owned by Grayland for hosting events.
- 2 Design a promotional campaign targeting businesses interested in team-building workshops.
- 3 Schedule the first collaborative event within the next month to build momentum.

4 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting targets business owners and corporate executives, which may include clients looking to invest in or manage commercial real estate. Grayland's services in commercial real estate appraisal could be useful to these executives, creating a natural referral path.

VALUE: By referring clients to each other, Genuines could potentially generate new leads for Grayland, leading to increased appraisal contracts, while Grayland could reinforce its client base by connecting them with coaching services that enhance their business acumen.

-> WHAT YOU PROVIDE (Referral)

Grayland serves commercial lenders and property owners, many of whom could benefit from leadership coaching and training offered by Genuines. This creates an opportunity for referrals to enhance the skillset of Grayland's clients.

VALUE: By referring clients to Genuines, Grayland can add value to their real estate services, encouraging clients to seek coaching for better management and investment decisions, which could lead to a higher volume of successful transactions.

[!] PARTNERSHIP SCENARIO

Genuines could create a workshop for business owners focused on real estate investment strategies, where Grayland provides a segment on the importance of accurate appraisals. They could co-market the event, attracting at least 50 attendees, and each could earn \$2,000 in new business from the leads generated during the event.

[*] UNIQUE SYNERGY

The pairing is unique because Genuines offers coaching that enhances the strategic thinking of Grayland's clients, making them not just property owners but savvy investors, thereby increasing the value of Grayland's appraisals.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential joint workshop topics.
- 2 Develop a referral agreement outlining the mutual benefits.
- 3 Create a co-branded marketing plan for the first workshop.

5 We buy any house

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses serve the real estate market but target different client segments. 'We buy any house' focuses on distressed residential properties, while Grayland specializes in commercial real estate appraisal. They can refer clients to each other without competing.

VALUE: Increased lead generation for both businesses, potentially adding 10-15% more clients in their respective markets.

-> WHAT YOU PROVIDE (Referral)

Grayland's network of commercial lenders and tax/legal professionals often deals with distressed property situations. They can refer clients who need to sell their distressed properties to 'We buy any house', creating a mutually beneficial referral system.

VALUE: Potentially increase revenue by tapping into 'We buy any house's client base, leading to an additional 10-20% in new client acquisitions.

[!] PARTNERSHIP SCENARIO

When 'We buy any house' encounters a distressed commercial property during their acquisitions, they can refer the owner to Grayland for appraisal services. In return, if Grayland meets a commercial client needing to liquidate distressed properties, they can refer them to 'We buy any house.' This results in a steady flow of referrals, increasing their customer bases significantly.

[*] UNIQUE SYNERGY

This partnership uniquely combines residential and commercial real estate services, allowing both businesses to provide comprehensive solutions to clients in distress, enhancing their market visibility and reputation.

NEXT STEPS:

- 1 Set up a referral agreement detailing the process and incentives for each referral.
- 2 Host a joint informational webinar about distressed property management targeting both residential and commercial clients.
- 3 Create a shared marketing piece highlighting their combined services and how they can assist clients in various real estate situations.

6 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

MyahnArt LLC can provide custom artwork and live painting services to enhance the aesthetics of Grayland's commercial real estate properties. This adds unique value to Grayland's offerings and helps them differentiate their properties in a competitive market.

VALUE: By incorporating MyahnArt's services, Grayland can increase the appeal of their properties, potentially leading to faster leasing and higher rental rates, estimated at a 10-20% increase in property visibility and tenant interest.

-> WHAT YOU PROVIDE (Referral)

Grayland serves commercial property owners and event planners, who may also be in need of unique artwork or live painting for their spaces or events. Referring MyahnArt could create additional value for Grayland's clients.

VALUE: By referring MyahnArt's services, Grayland can enhance its client offerings, leading to increased customer satisfaction and potential referral fees, estimated at an additional 5-10% in service revenue.

[!] PARTNERSHIP SCENARIO

For instance, Grayland could hire MyahnArt to create a stunning mural in the lobby of a new commercial building. This not only beautifies the space but also serves as an attractive backdrop for prospective tenants during open houses, leading to a quicker leasing process.

[*] UNIQUE SYNERGY

The unique pairing of artistic creativity with real estate enhances the customer experience for both businesses. MyahnArt's focus on aesthetics aligns perfectly with Grayland's goal of maximizing property appeal, creating a compelling narrative for potential tenants.

NEXT STEPS:

- 1 Schedule a meeting between Myah Freeman and Lauren Hubel to discuss specific properties that could benefit from artistic enhancements.
- 2 Develop a proposal outlining the types of artwork that could be integrated into Grayland's properties, including estimated costs and timelines.
- 3 Create a marketing plan to promote the enhanced properties featuring MyahnArt's work, targeting local businesses and potential tenants.

7 Be Present Detalles

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Be Present Detalles serves busy professionals and gift givers who may also be in the market for commercial real estate services, particularly as part of corporate gifting or professional relocations.

VALUE: Referring clients between the two businesses can increase leads for both; Be Present can offer clients a unique gift option of real estate consultations, while Grayland can gain access to professionals who may need appraisal services.

-> WHAT YOU PROVIDE (Referral)

Grayland's target market includes commercial lenders and property owners, who may also be in need of event planning services for corporate functions or property showcases that Be Present Detalles provides. This makes them complementary without competing for the same clientele.

VALUE: By referring clients to each other, both businesses can tap into new customer bases; Grayland can enhance its service offering while Be Present Detalles can access commercial clients.

[!] PARTNERSHIP SCENARIO

Grayland can refer its commercial clients who require event planning for property launches or corporate meetings to Be Present Detalles. For instance, if a property owner is showcasing a new office space, Grayland can suggest Be Present to plan the event, and they could negotiate a 10% referral fee for each client referred.

[*] UNIQUE SYNERGY

The synergy arises from their distinct yet overlapping clientele; Grayland's real estate insights combined with Be Present's event expertise create a seamless experience for commercial property owners looking to host high-profile events.

NEXT STEPS:

- 1 Set up an initial meeting between Lauren and De'Ana to discuss referral terms.
- 2 Create a referral agreement outlining the commission structure.
- 3 Develop joint marketing materials promoting the partnership and shared services.

8 Free Agents Inc

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Free Agents Inc's focus on solving business issues aligns well with the need for commercial appraisals among their client base. They can effectively refer clients to Grayland who need appraisal services when addressing business transactions.

VALUE: By establishing a referral system, Free Agents Inc can enhance their service offering and increase client satisfaction, potentially leading to a 10% increase in client retention and referral business.

-> WHAT YOU PROVIDE (Referral)

Grayland and Free Agents Inc serve overlapping target markets, particularly commercial clients and small to medium-sized businesses. Both parties can refer clients needing appraisal services or business solutions, enhancing their respective service offerings without competing.

VALUE: By referring clients to each other, both businesses could generate new leads that can result in increased revenues, potentially adding up to a 15% increase in monthly revenue through cross-referrals.

[!] PARTNERSHIP SCENARIO

Grayland can refer clients who need business consultancy to Free Agents Inc when they discover businesses struggling with operational issues during property appraisals. Conversely, Free Agents Inc can recommend Grayland for clients looking to appraise their properties before selling or securing loans. For instance, if Free Agents Inc is working with a client needing to sell a commercial property, they can refer them to Grayland for a comprehensive appraisal, ensuring the client gets the best market value.

[*] UNIQUE SYNERGY

This partnership is unique as both businesses cater to the same clientele within the commercial sector yet address different aspects of their needs, allowing for a complete service package that enhances client satisfaction.

NEXT STEPS:

- 1 Set up an introductory meeting to discuss mutual referral opportunities and establish a referral protocol.
- 2 Create a joint marketing piece highlighting both services for mutual clients.
- 3 Implement a referral tracking system to measure the success of the partnership.

9 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients who are property owners or investors needing commercial real estate appraisals, particularly those interested in properties that promote mental wellness.

VALUE: Aspirations can enhance its service offerings by connecting clients with appraisal needs, potentially generating additional revenue through referral fees or partnership agreements.

-> WHAT YOU PROVIDE (Referral)

Grayland's target market includes property owners who may also seek mental health support for themselves or their tenants. By referring clients who require mental health services to Aspirations Behavioral Health, Grayland can enhance its service offering while Aspirations can gain new clients.

VALUE: Increased client base for Aspirations and enhanced service portfolio for Grayland, potentially leading to a 10-15% increase in client referrals.

[!] PARTNERSHIP SCENARIO

Grayland could include a brochure or a discount offer for Aspirations' services in their appraisal reports. For instance, when appraising a commercial property, Grayland can provide a mental health resource guide for property owners, which includes a special introductory offer for Aspirations' telehealth services. This way, property owners looking to create healthier environments for their tenants can easily access mental health support.

[*] UNIQUE SYNERGY

This partnership uniquely combines real estate and mental wellness, addressing a holistic approach for property owners and tenants, which is rarely focused on in the commercial real estate sector.

NEXT STEPS:

- 1 Set up an introductory meeting between Lauren Hubel and Kristian Wilson to discuss referral opportunities.
- 2 Create a marketing brochure that outlines the benefits of mental health services for property owners and tenants.
- 3 Establish a referral tracking system to measure success and adjust the collaboration as needed.

10 Simple Creations By T

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Simple Creations By T can supply Grayland with custom gifts and promotional materials for their clients and events, enhancing Grayland's branding and client engagement strategies.

VALUE: With custom gifts, Grayland can strengthen client relationships and stand out in a competitive real estate market, potentially leading to increased client retention and referrals.

-> WHAT YOU PROVIDE (Referral)

Grayland's target market includes commercial lenders and property owners, who may also be in need of custom gifts or promotional items to celebrate business milestones or client relationships. Simple Creations By T can provide personalized gifts to these clients, creating a referral channel.

VALUE:

By referring clients to Simple Creations By T, Grayland can enhance its service offering and potentially earn a referral fee, while Simple Creations gains access to a larger audience of corporate clients.

[!] PARTNERSHIP SCENARIO

When a commercial property owner completes a significant transaction, Grayland can refer them to Simple Creations By T to create customized gift packages to celebrate the occasion. For example, a property owner selling a large office building could order personalized plaques and branded apparel for their team, generating \$1,000 in sales for Simple Creations.

[*] UNIQUE SYNERGY

Grayland's established relationships with commercial clients provide Simple Creations By T an entry point into the commercial sector, which is typically harder to access for custom gift businesses.

NEXT STEPS:

- 1 Set up a meeting to discuss referral commission structures.
- 2 Create a joint marketing flyer highlighting the benefits of personalized gifts for commercial clients.
- 3 Organize a networking event to introduce both businesses to each other's client bases.

11 Connections to the Nations LLC

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Connections to the Nations LLC could benefit from Grayland's real estate appraisal services to provide valuable insights to businesses looking to invest, while Grayland can tap into the community event for visibility.

VALUE: Grayland can gain access to a new pool of potential clients through community events, increasing appraisal requests by an estimated 15%. Meanwhile, Connections to the Nations enhances its event offerings with professional real estate insights, making it more attractive to attendees.

-> WHAT YOU PROVIDE (Referral)

Grayland serves commercial lenders and property owners, while Connections to the Nations LLC targets businesses that might require commercial real estate services. They can refer clients to each other without direct competition.

VALUE: By referring clients to each other, Grayland can expand its client base in the business community, potentially increasing revenue from appraisals by 20-30%. Connections to the Nations can enhance its service offerings by providing access to real estate expertise.

[!] PARTNERSHIP SCENARIO

When Connections to the Nations LLC organizes a community fair, they can invite Grayland to host a booth offering free preliminary property appraisals for local businesses. In exchange, Grayland can refer its commercial clients to attend the fair, helping Connections to grow their audience.

[*] UNIQUE SYNERGY

The unique combination of Grayland's real estate expertise and Connections to the Nations' community engagement creates an opportunity that not only builds business but also fosters community development, attracting clients who value local connections.

NEXT STEPS:

- 1 Schedule a meeting between Lauren and Arlene to discuss mutual referral opportunities.
- 2 Develop a marketing plan outlining how both businesses can promote each other's services.
- 3 Create a joint promotional event at the next community fair to showcase services and attract potential clients.

12 JPO Logistics LLC
Logistics

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both JPO Logistics and Grayland target commercial clients, albeit in different sectors. JPO Logistics serves shippers and owner-operators while Grayland serves commercial lenders and property owners. They could refer clients to each other, enhancing their service offerings without direct competition.

VALUE: By referring clients, JPO Logistics could enhance its service portfolio, while Grayland could gain access to logistics solutions for property owners, increasing client satisfaction and potential revenue.

> WHAT YOU PROVIDE (Referral)

Grayland's clients, such as property owners and commercial lenders, often require logistics services for their properties or investments. By establishing a referral relationship, Grayland can offer added value to its clients while driving business to JPO Logistics.

VALUE: Grayland can enhance its service offerings by referring logistics solutions to its clients, potentially earning a referral fee while strengthening client relationships and loyalty.

[!] PARTNERSHIP SCENARIO

If JPO Logistics encounters a property owner needing an appraisal before selling their warehouse, they can refer them to Grayland. In return, if Grayland works with a commercial lender seeking to finance a logistics facility, they can refer that lender to JPO for freight services. Each successful referral could generate a commission of \$500 per client, potentially leading to several referrals a month.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; JPO Logistics can provide logistics solutions for properties being appraised by Grayland, creating a streamlined process for clients in real estate transactions.

NEXT STEPS:

- 1 Set up an introductory meeting between Paulette Orr and Lauren Hubel to discuss referral protocols.
- 2 Create a formal referral agreement outlining commission structures and tracking.
- 3 Develop co-branded marketing materials to promote each other's services to clients.

13 flow
Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses serve professional clients, although in different domains. Flow's coaching services could appeal to Grayland's commercial real estate clients who might benefit from leadership or team development coaching, creating a referral opportunity.

VALUE: By referring clients to each other, Flow could gain access to a new client base in the commercial real estate sector, while Grayland could enhance its service offerings by providing coaching services to its clients, potentially increasing their transaction success and satisfaction rates.

> WHAT YOU PROVIDE (Referral)

Grayland's client base includes property owners and tax/legal professionals who may benefit from coaching services to enhance their business strategies. Referring these clients to Flow would allow them to receive tailored coaching that can improve their business operations.

VALUE: Grayland can provide added value to its clients by recommending Flow's coaching, potentially leading to higher client satisfaction and retention, while Flow gains new clients who are actively involved in commercial real estate, increasing its revenue stream by 20% through targeted marketing.

[!] PARTNERSHIP SCENARIO

Flow offers a special coaching session on negotiation techniques tailored for Grayland's real estate clients before a major property acquisition. In return, Grayland refers its clients needing personal development to Flow. This session could be

marketed as a 'Negotiation Mastery Workshop' attracting 20 professionals, generating \$1,500 in revenue for Flow and strengthening Grayland's client relationships.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of professional development and real estate; helping clients improve their negotiation skills not only enhances their personal performance but also results in better outcomes for their property deals, thereby complementing each business's service offerings effectively.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Lauren to discuss potential referral structures.
- 2 Create a joint marketing flyer detailing the benefits of the negotiation workshop for Grayland's clients.
- 3 Set a date for the first workshop and promote it through both businesses' networks.

14 IV Creative

Marketing & Design

75%

-> One-way

<- WHAT THEY PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, while Grayland operates in the commercial real estate sector. They serve different but overlapping customer bases, particularly local businesses looking for real estate spaces, making referrals beneficial for both.

VALUE: By referring clients to each other, IV Creative can help Grayland gain more property clients, while Grayland can refer local businesses needing marketing services, potentially increasing revenue for both by 10-15%.

[!] PARTNERSHIP SCENARIO

IV Creative could refer local coffee shops to Grayland, who are looking to expand into larger commercial spaces. In return, Grayland can send property owners looking to market their spaces to IV Creative for promotional materials. This way, both businesses can tap into each other's client networks effectively and increase their customer base.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of local business needs and real estate services, where both businesses can mutually enhance their offerings without direct competition.

NEXT STEPS:

- 1 Set up a monthly meeting between Iliana and Lauren to discuss potential client referrals.
- 2 Create a referral agreement that outlines benefits for both parties.
- 3 Develop co-branded marketing materials that promote each other's services to their respective clients.

15 Celebrate & Smile International Steppers

Arts & Creative

75%

-> One-way

<- WHAT THEY PROVIDE (Referral)

Celebrate & Smile International Steppers focuses on community enhancement through dance, targeting companies looking to improve employee relations. Grayland, as a commercial real estate appraisal firm, serves property owners and companies, making them potential clients for Celebrate's services in employee engagement.

VALUE: By referring clients to each other, both businesses can expand their client bases; Celebrate could earn additional revenue through workshops, while Grayland could enhance its offerings to clients by promoting employee engagement services.

[!] PARTNERSHIP SCENARIO

Tiffany Barksdale from Celebrate could introduce Grayland to a client who is considering a new office space and needs to improve employee morale. In exchange, Lauren Hubel could refer her clients who are interested in hosting team-building events to Celebrate, creating a win-win situation where both businesses gain new clients and revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of arts and real estate; Grayland's clients may not typically consider employee engagement through dance, but the fresh approach could set them apart from competitors.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential referral programs and share client lists.
- 2 Create a joint marketing flyer that highlights the benefits of employee engagement for Grayland's clients.
- 3 Develop a feedback loop to track the success of referrals and adjust the partnership accordingly.

16 Communikate Design & Marketing

Marketing & Design

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Communikate Design & Marketing focuses on service businesses and non-profits, which aligns with the typical client base of Grayland. As Communikate works with founders and entrepreneurs, they can refer their clients needing commercial real estate appraisal services to Grayland.

VALUE: By referring clients to Grayland, Communikate can enhance their service offerings and potentially earn referral fees, while Grayland gains access to a pool of clients seeking appraisal services.

-> WHAT YOU PROVIDE (Referral)

Grayland serves commercial lenders and property owners who might require marketing services for their real estate listings. By referring these clients to Communikate for branding and design services, Grayland can enhance their service offering.

VALUE: Grayland can improve their service portfolio by providing clients with access to marketing expertise that can help them promote properties, while Communikate gains new clients and enhances their visibility in the real estate market.

[!] PARTNERSHIP SCENARIO

When a startup founder that Communikate is working with needs to appraise a property for a new office, Communikate connects them with Grayland. In return, for every successful referral, Communikate receives a 10% commission on the appraisal fee, creating a win-win situation.

[*] UNIQUE SYNERGY

This partnership uniquely leverages Communikate's established relationships with burgeoning businesses that might require commercial spaces, thus creating a direct line of referral that neither company could efficiently reach alone.

NEXT STEPS:

- 1 Communikate should create a dedicated brochure highlighting Grayland's appraisal services to distribute to clients.
- 2 Set up a monthly meeting to discuss potential referrals and track the success of referrals made.
- 3 Establish a structured referral agreement detailing commission rates and payment terms.

17 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings and Grayland serve different target markets but share a commonality in their client demographics. Middle-age recreational athletes in HOA communities may also be property owners looking for commercial real estate services.

VALUE: Jamz Trainings could refer clients interested in property investments or commercial spaces to Grayland, while Grayland can recommend Jamz Trainings to clients seeking health and wellness improvements, enhancing both businesses' customer bases.

-> WHAT YOU PROVIDE (Referral)

Grayland's clientele of commercial property owners may include individuals who are also interested in personal training

services, particularly as they seek to maintain health and wellness amidst their busy careers.

VALUE: Grayland can refer clients who are interested in improving their personal health and fitness, potentially leading to increased revenue for Jamz Trainings, while enhancing the value of their own services by providing holistic lifestyle recommendations.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could create a monthly newsletter featuring wellness tips and local real estate market insights, which Grayland could sponsor. In return, for every client referred by Jamz to Grayland, Grayland offers a discount voucher for Jamz training sessions, creating a seamless referral system that benefits both.

[*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with real estate, appealing to a demographic that values both physical fitness and property ownership, leading to a more holistic lifestyle offering.

NEXT STEPS:

- 1 Set up an introductory meeting to discuss referral terms
- 2 Create a joint marketing piece for distribution in HOA communities
- 3 Establish a tracking system for referrals and mutual client benefits

18 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

WhitBits' target market includes corporate professionals and event planners who may require appraisal services when managing properties. By referring Grayland to their clients needing appraisal services, WhitBits can enhance their service offerings, making them a more comprehensive partner for their clients.

VALUE: WhitBits can earn referral fees that create additional revenue streams, while Grayland gains access to a new client base that requires appraisal services, potentially increasing their leads by 15%.

> WHAT YOU PROVIDE (Referral)

Both Grayland and WhitBits Cookies target corporate professionals, albeit in different capacities. Grayland works with commercial lenders and property owners who may host events or meetings where homemade cookies could be served. Referring WhitBits to these clients can enhance client satisfaction while providing WhitBits access to a lucrative market.

VALUE: Increased client satisfaction for Grayland's clients, leading to potential repeat business and referrals; WhitBits gains access to commercial clients, potentially increasing sales by 20% during corporate events.

[!] PARTNERSHIP SCENARIO

Grayland can include WhitBits' cookies as part of a welcome package for new clients in commercial real estate transactions. For instance, when a property owner closes on a deal, Grayland sends a gift basket containing WhitBits cookies, enhancing their service offering and providing WhitBits with a new sales channel.

[*] UNIQUE SYNERGY

This partnership uniquely combines Grayland's strong ties to corporate professionals with WhitBits' creative offerings, providing a delightful customer experience that neither could achieve alone.

NEXT STEPS:

- 1 Set up an introductory meeting between Grayland and WhitBits to discuss referral possibilities.
- 2 Develop a joint promotional package that includes cookies for Grayland's clients.
- 3 Create a tracking system to measure referral success and customer feedback on the cookie packages.

19 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans who may also be property owners or seeking commercial loans, creating an opportunity to refer clients to Grayland for real estate appraisal services.

VALUE: By referring clients to Grayland, Relax can enhance its service offerings to veterans, potentially generating a 20% increase in referrals to Grayland's appraisal services as veterans often require property appraisals for various financial needs.

-> WHAT YOU PROVIDE (Referral)

Grayland's target market includes professionals like tax/legal experts, who may need massage therapy services for their clients, particularly veterans. Relax Relate & Release focuses on veterans and can benefit from referrals from Grayland's network.

VALUE: Grayland can refer clients to Relax Relate & Release for massage services, potentially leading to a 15% increase in Grayland's clientele and revenue from local professionals seeking veteran-focused wellness options.

[!] PARTNERSHIP SCENARIO

Grayland could include Relax Relate & Release in their client communications, such as newsletters or email updates, highlighting special offers for veterans. For example, if Grayland sends out a quarterly report to commercial lenders, they could feature a section on veteran wellness and include a discount code for Relax's services, potentially generating 10 new clients for Relax within the first month.

[*] UNIQUE SYNERGY

The unique synergy lies in Grayland's established relationships with commercial lenders and legal professionals who work with veterans, creating a targeted referral path that directly connects veteran wellness with real estate professionals who may engage them.

NEXT STEPS:

- 1 Grayland to create promotional materials featuring Relax's services for distribution to clients.
- 2 Set up a meeting between Lauren and Hazel to discuss specific referral terms and potential client needs.
- 3 Develop a joint promotional campaign targeting veterans within Grayland's real estate network.

20 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Genuines Coaching & Consulting can offer coaching services to Grayland's employees, enhancing their performance and client interaction skills. This can improve Grayland's service delivery in real estate appraisal, making it a vendor relationship.

VALUE: By investing in Genuines' training, Grayland can elevate the skills of its team, leading to improved client satisfaction and retention, which could increase revenues by 15% through better service delivery.

-> WHAT YOU PROVIDE (Referral)

Grayland's focus on commercial real estate appraisal attracts clients who may also need leadership coaching for their businesses. Genuines Coaching & Consulting can refer their clients interested in real estate investments to Grayland, establishing a mutually beneficial referral system.

VALUE: Grayland can gain access to Genuines' network of C-suite executives, leading to potential new clients, while Genuines could enhance their service offerings by providing access to real estate appraisal expertise.

[!] PARTNERSHIP SCENARIO

For example, after a workshop, Genuines identifies a participant who is a small business owner looking to expand into commercial properties. They can refer this client to Grayland for an appraisal. If the referral leads to a \$3,000 appraisal fee, Grayland could share a 10% commission with Genuines, generating \$300 revenue for Genuines while providing valuable

service to their client.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of real estate needs and executive coaching, where both businesses can enhance each other's value propositions through strategic referrals, directly catering to the lifestyle and business ambitions of a shared clientele.

NEXT STEPS:

- 1 Set up a referral agreement outlining commission structures and responsibilities.
- 2 Schedule a meeting to discuss cross-promotional strategies and shared marketing materials.
- 3 Develop a joint marketing campaign targeting C-suite executives interested in real estate investments.

21 Organize Design Create

Marketing & Design

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Organize Design Create can provide marketing services to Grayland, helping them enhance their brand presence. Given that Grayland primarily deals with commercial real estate, a strong marketing strategy could help them reach more clients effectively.

VALUE: By utilizing Organize Design Create's marketing services, Grayland could potentially increase their client inquiries by up to 30%, leading to higher appraisal contracts and revenue.

-> WHAT YOU PROVIDE (Referral)

Grayland serves commercial lenders and property owners who may require marketing assistance, which aligns with Organize Design Create's target market of entrepreneurs and small businesses. Both businesses can refer clients to each other without competing in the same space.

VALUE: By referring clients to each other, both businesses could tap into new revenue streams, potentially increasing their client base by 20% within a year.

!! PARTNERSHIP SCENARIO

Grayland could refer its commercial property owners to Organize Design Create for marketing their properties effectively. For instance, if a property owner is looking to attract tenants, Grayland could connect them with Victoria, who would then create a tailored marketing campaign, resulting in faster leasing and increased visibility for the property. In return, Organize Design Create could refer startups needing real estate consultancy to Grayland, creating a reciprocal flow of clients.

[*] UNIQUE SYNERGY

The unique synergy lies in their overlapping target markets where both businesses can enhance each other's service offerings, thus elevating client satisfaction and retention rates. Grayland's clients often need marketing strategies, while Organize Design Create's clients may need real estate insights.

NEXT STEPS:

- 1 Set up an introductory meeting between Lauren and Victoria to discuss referral opportunities.
- 2 Create a referral agreement outlining the specifics of the referral process and commission structure.
- 3 Develop co-branded marketing materials to promote the partnership to their respective clients.

22 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Soulfitness Studio could provide wellness programs for Grayland's clients, such as fitness classes or health consultations for property owners and employees involved in commercial real estate.

VALUE: Grayland can enhance their service offerings by including wellness programs, potentially increasing client satisfaction and retention by 20%.

> WHAT YOU PROVIDE (Referral)

Grayland serves commercial lenders and property owners, while Soulfitness Studio targets individuals looking to improve their health. Both businesses can refer clients to one another, as property owners might benefit from wellness services, and health-seekers may need commercial spaces for their activities.

VALUE: Increased client base for both businesses, leading to an estimated additional revenue of 10% from referrals.

[!] PARTNERSHIP SCENARIO

Grayland refers its commercial property clients who may be interested in opening health-related businesses to Soulfitness Studio for wellness space consulting. In return, Soulfitness can refer its clientele to Grayland for any real estate needs, potentially generating \$1,000 in additional commission for each successful referral.

[*] UNIQUE SYNERGY

The unique synergy lies in the mutual enhancement of client well-being and business opportunities, as property owners looking for commercial space can diversify into health and wellness, a growing market.

NEXT STEPS:

- 1 Set up a referral agreement detailing the process and incentives for client referrals.
- 2 Create promotional materials that highlight each other's services to share with clients.
- 3 Schedule a joint networking event for clients to explore health and wellness in commercial real estate.

23 ALYS Always Love Yourself

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

ALYS can provide skincare products to Grayland to offer as gifts or incentives to their clients, enhancing their service experience. This could improve client satisfaction and retention for Grayland while giving ALYS an entry point into a new customer base.

VALUE: If Grayland purchases \$500 worth of ALYS products to use as client gifts, they can improve client relations and potentially increase repeat business by 20%, translating to an estimated \$5,000 in additional appraisal fees.

> WHAT YOU PROVIDE (Referral)

Grayland's target market includes property owners, many of whom may also be interested in skincare products, especially if they are mature women managing commercial properties. ALYS can benefit from referrals to these property owners who may appreciate skincare products tailored for their demographic.

VALUE: By referring clients to each other, both businesses could increase their sales significantly, tapping into each other's networks. For example, if Grayland refers just 10 clients to ALYS and they each purchase an average of \$100 in skincare products, that results in \$1,000 in new revenue.

[!] PARTNERSHIP SCENARIO

Grayland includes ALYS skincare product samples in their appraisal reports for commercial property owners, targeting mature women property managers. When these property owners receive their appraisal, they also get a voucher for a discount on ALYS products. This not only provides added value to Grayland's clients but also drives sales for ALYS.

[*] UNIQUE SYNERGY

The unique synergy here lies in the overlap of demographics; both businesses cater to mature women, and Grayland's property

owners could become loyal customers of ALYS through targeted referrals.

NEXT STEPS:

- 1 Create a referral agreement that includes commission structures for each successful client referral.
- 2 Develop co-branded marketing materials that highlight the partnership and shared values.
- 3 Host a joint promotional event focusing on skincare and property management where both businesses can showcase their offerings.

24 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros can refer trucking companies that may require commercial property appraisals to Grayland, particularly when clients are looking to establish their own facilities or acquire real estate for operations. This creates a beneficial referral loop.

VALUE: Big Rig Compliance Pros can enhance its service offering by directing clients to Grayland for appraisals, ensuring they receive accurate valuations for their real estate needs, which can also lead to increased business for Grayland.

> WHAT YOU PROVIDE (Referral)

Grayland serves commercial lenders and property owners, while Big Rig Compliance Pros caters to trucking companies. These two markets intersect when trucking companies need to secure financing for commercial vehicles or property, creating a referral opportunity.

VALUE: By referring clients to each other, both businesses can expand their customer base. Grayland could see an increase in appraisal requests from trucking companies looking to acquire properties, while Big Rig Compliance Pros could gain new clients seeking financing.

[!] PARTNERSHIP SCENARIO

Grayland could refer its commercial trucking clients needing compliance assistance to Big Rig Compliance Pros, and in exchange, Big Rig could direct its clients seeking property for their operations to Grayland for appraisal services. For example, if a trucking company is looking to purchase a new depot, Grayland would provide the appraisal, and Big Rig would ensure they are compliant with all regulations during the purchase process.

[*] UNIQUE SYNERGY

Both businesses serve complementary sectors that often require overlapping services; this partnership can lead to increased credibility and trust between their respective client bases.

NEXT STEPS:

- 1 Set up an introductory meeting between Lauren and Sherika to discuss mutual referral strategies.
- 2 Create a joint referral program where each business earns a small fee for successful client referrals.
- 3 Develop co-branded marketing materials that highlight the benefits of their combined services.

25 Noseniorleftbehindfl.org

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org's assessments identify seniors who may need to relocate or downsize, which often involves property appraisal. They can refer these clients to Grayland for valuation services, ensuring their clients receive expert assistance in their real estate needs.

VALUE: Noseniorleftbehindfl.org can expand its service offerings by providing clients with access to professional appraisal services, enhancing client satisfaction and loyalty, while Grayland gains new clients through these referrals.

> WHAT YOU PROVIDE (Referral)

Grayland provides commercial real estate appraisal services primarily to commercial lenders and property owners,

while Noseniorleftbehindfl.org focuses on helping seniors maintain independence. Although their target markets differ, they can refer clients to each other. For example, Grayland may encounter property owners with senior tenants looking for assistance, creating a referral opportunity.

VALUE: Grayland can enhance its service offerings by referring clients needing senior services, potentially increasing customer loyalty and generating additional business without direct costs.

[!] PARTNERSHIP SCENARIO

If Grayland appraises a commercial property that serves as a senior living complex, they could recommend Noseniorleftbehindfl.org to the property owner for senior assessments, ensuring the property is tailored to those needs. This cross-referral not only helps both businesses grow but also ensures the property owner addresses the needs of their senior tenants.

[*] UNIQUE SYNERGY

This partnership is unique as it connects the real estate sector with senior services, allowing for enhanced community support. By working together, they can create a more comprehensive solution for property owners who serve senior tenants.

NEXT STEPS:

- 1 Establish a formal referral agreement outlining the terms of client referrals.
- 2 Organize a joint networking event to introduce both businesses to each other's clients and partners.
- 3 Create a co-branded brochure that highlights how both services can benefit property owners and seniors.

26 Complete Renewal LLC

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Complete Renewal can refer its clients who are property owners or business owners in need of appraisal services to Grayland, particularly those who are expanding their wellness spaces or looking to invest in commercial properties.

VALUE: Complete Renewal can earn a referral fee for sending clients to Grayland, while Grayland gains access to clients who may need appraisal services for their wellness-related properties.

-> WHAT YOU PROVIDE (Referral)

Grayland's target market includes commercial lenders and property owners, who may also be interested in health and wellness products as part of their lifestyle. Complete Renewal's focus on holistic wellness solutions aligns with the interests of health-conscious professionals that Grayland interacts with.

VALUE: Grayland can refer its clients to Complete Renewal, potentially earning a commission on sales and enhancing its service offerings, while Complete Renewal gains access to a new customer base.

[!] PARTNERSHIP SCENARIO

Grayland can provide a referral card for Complete Renewal's products to clients during property appraisals. For instance, after appraising a commercial property, Grayland presents its client with a referral to Complete Renewal's spa services, which could lead to a \$1,000 order if just 5 clients purchase spa packages throughout the year.

[*] UNIQUE SYNERGY

This partnership uniquely combines the real estate and wellness industries, allowing Grayland to differentiate itself by promoting health-conscious living among its clients, something that is not typical for real estate firms.

NEXT STEPS:

- 1 Create a referral card highlighting Complete Renewal's services to distribute during property appraisals.
- 2 Organize an informational session where Complete Renewal showcases its wellness products to Grayland's clients.
- 3 Develop a joint marketing campaign focusing on the benefits of wellness in work environments, targeting commercial properties.

27

Bluebird Health Partners

Technology

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners and Grayland serve distinct yet complementary markets. Bluebird focuses on healthcare solution providers, while Grayland caters to commercial lenders and property owners. By referring clients to each other, both businesses can enhance their service offerings without competing directly.

VALUE: By establishing a referral system, both businesses can potentially increase their client base by 10-15%, leading to significant revenue growth.

-> WHAT YOU PROVIDE (Referral)

Grayland's clients, including commercial lenders, often require insights into healthcare facility appraisals which can involve consulting services. By referring these clients to Bluebird Health Partners, Grayland can enhance its service offering and provide added value.

VALUE: This referral partnership could lead to a 5-10% increase in client satisfaction and retention for Grayland, translating into higher revenues due to repeat business.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners identifies healthcare startups that require office space and refers them to Grayland for commercial property appraisal services. In return, Grayland refers clients seeking healthcare consulting to Bluebird, creating a beneficial cycle of client referrals. For instance, if a healthcare startup needs to appraise a new facility, they would get a direct introduction to Grayland, while Grayland's clients needing strategic consulting would be directed to Bluebird.

[*] UNIQUE SYNERGY

The unique synergy lies in their engagement with clients at different stages of their business lifecycle-Bluebird prepares healthcare startups for growth while Grayland assists in their physical establishment, creating a robust support network for new businesses.

NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Lauren Hubel to discuss potential referral agreements.
- 2 Develop a co-branded marketing brochure outlining the benefits of each service for mutual clients.
- 3 Set up a quarterly check-in to review referral success rates and explore further collaboration opportunities.

28

Enriquez Aesthetics

Professional Services

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics targets individuals with chronic skin conditions, who may also be commercial property owners or professionals needing appraisal services. Grayland serves commercial lenders and property owners, creating a natural crossover of clientele.

VALUE: Increased client leads for both businesses, potentially generating an additional \$10,000 in revenue through referrals each quarter.

-> WHAT YOU PROVIDE (Referral)

Grayland's clients, including commercial lenders and property owners, might be interested in luxury aesthetic services to enhance their personal branding or when preparing for high-stakes meetings.

VALUE: Potentially generating an additional 3-5 clients per month for Enriquez Aesthetics, which could translate to \$1,500-\$2,500 in revenue monthly.

[!] PARTNERSHIP SCENARIO

Bianca from Enriquez Aesthetics could refer her clients with commercial properties to Lauren at Grayland for appraisals. In return, Lauren can recommend Enriquez's luxury facial treatments to her property owners, especially those looking to enhance their personal image before client meetings or events. This could easily lead to a referral exchange of 5 clients per month, enriching both businesses.

[*] UNIQUE SYNERGY

The unique synergy lies in their targeting of overlapping clientele in different sectors; Enriquez Aesthetics addresses personal wellness while Grayland focuses on commercial property, leading to a holistic approach to client care.

NEXT STEPS:

- 1 Set up a meeting between Bianca and Lauren to discuss referral incentives.
- 2 Create a referral program where each business tracks and rewards successful leads.
- 3 Develop co-branded marketing materials to promote each other's services.

29 Tosh's Urban Garden

Health & Wellness

70%

-> One-way

<- WHAT THEY PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals, some of whom may also be property owners looking for healthy lifestyle options. Grayland, serving commercial property owners, could benefit from referring clients interested in wellness products.

VALUE: Tosh's Urban Garden could gain new customers from Grayland's network, potentially increasing monthly sales by 15% through referrals. Grayland enhances its offerings by providing clients with holistic health resources.

[!] PARTNERSHIP SCENARIO

Grayland could include brochures for Tosh's Urban Garden in their client welcome packets, highlighting the health benefits of natural products for property owners. If Grayland refers five clients to Tosh's per month, with each client spending an average of \$50, Tosh's could see an additional \$250 in revenue monthly.

[*] UNIQUE SYNERGY

This pairing is unique because it combines real estate and wellness, tapping into a niche market of health-conscious property owners who can benefit from both services.

NEXT STEPS:

- 1 Grayland creates a referral program for Tosh's products, incentivizing their agents to promote Tosh's.
- 2 Tosh's Urban Garden prepares brochures and product samples for Grayland to distribute.
- 3 Schedule a joint meeting to discuss marketing strategies and client integration.

30 The Collective Om

Health & Wellness

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The Collective Om focuses on holistic health, which can attract small business owners who may also be commercial property owners or in need of real estate services. While they serve different markets, there is a crossover in clientele that can benefit both businesses.

VALUE: By referring clients to each other, both businesses can increase their client base, with The Collective Om benefiting from access to Grayland's commercial clients, potentially increasing its revenue by 20%.

> WHAT YOU PROVIDE (Referral)

Grayland's commercial real estate appraisal services can appeal to The Collective Om's health-focused clientele who may be considering setting up a wellness space or expanding their business. Referring clients for appraisal services can help facilitate their growth.

VALUE: Grayland can gain new clients through The Collective Om's network of small business owners, potentially increasing their appraisal engagements by 15%, while The Collective Om benefits from reliable real estate advice.

[!] PARTNERSHIP SCENARIO

The Collective Om could create a special wellness program for Grayland's commercial clients, offering stress-relief sessions or workshops for property owners. In return, Grayland could refer its clients who are looking for holistic health services, resulting in both businesses gaining new customers and enhancing their service offerings.

[*] UNIQUE SYNERGY

This pairing is unique because The Collective Om's wellness services can directly enhance the work-life balance of Grayland's commercial clients, promoting a healthier workplace environment which is essential in the real estate sector.

NEXT STEPS:

- 1 The Collective Om creates a wellness package specifically tailored for commercial property owners.
- 2 Grayland introduces The Collective Om's services to their clients through email newsletters and during property showings.
- 3 Both businesses schedule a joint networking event to promote their services to each other's clients.