

BUSINESS RELATIONSHIP ANALYSIS

IV Creative!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

IV Creative!" We buy any house

Reasoning:

IV Creative focuses on local businesses in need of content creation, while We Buy Any House targets property sellers, including those distressed homeowners who might benefit from marketing support to improve their property's appeal. Referring clients between the two can help both businesses gain new leads and customers.

Value Proposition:

By referring clients, IV Creative could increase its client base by 20%, while We Buy Any House could gain access to properties that are more marketable, potentially increasing profits by 15% through quicker sales.

Collaboration Example:

When We Buy Any House engages with distressed property owners, they can refer those who are interested in improving their homes to IV Creative for staging and marketing services. For example, if a seller has an inherited property in disrepair, We Buy Any House can recommend IV Creative to provide a quick renovation and staging plan, allowing the sellers to maximize their sale price. IV Creative charges \$2,500 for staging, and both businesses share the referral fee, boosting their revenues.

Synergy Potential:

The unique synergy lies in both businesses targeting the local Jacksonville market, allowing for a streamlined referral process where IV Creative enhances property value for We Buy Any House's clients, ensuring faster sales and better prices.

Action Items:

1. Set up a formal referral agreement outlining commission structure.
2. Develop co-branded marketing materials to promote the referral program.
3. Schedule a monthly meeting to review referral outcomes and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

We buy any house! IV Creative

Reasoning:

We Buy Any House can refer sellers who require marketing help to IV Creative, thereby helping sellers present their properties in a better light, which can enhance the marketing efforts of both companies.

Value Proposition:

Through referrals, We Buy Any House can help clients increase their home sales potential, while IV Creative gains new customers, potentially leading to a 25% increase in project income.

Collaboration Example:

If a homeowner in Jacksonville is struggling to sell their home quickly due to its condition, We Buy Any House can refer them to IV Creative for content creation that highlights the property's potential. For instance, IV Creative can create a compelling video tour and social media posts for \$1,800, increasing the likelihood of a sale at a higher price. Both businesses benefit from the increased exposure and potential commissions.

Synergy Potential:

This partnership takes advantage of the real estate market's cyclical nature, where both companies can support each other's business cycles—We Buy Any House finds homes to buy, while IV Creative enhances the marketability of properties needing improvement.

Action Items:

1. Create a referral tracking system to monitor leads generated.
2. Organize a joint workshop for local property owners about home selling tips and marketing.
3. Establish a feedback loop to assess the success of referrals and improve services.

Value: MEDIUM

MUTUAL BENEFIT