

# BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

REFERRAL 1/2

75% conf

Enriquez Aesthetics!" We buy any house

#### Reasoning:

Enriquez Aesthetics serves clients with chronic skin conditions who may be facing personal financial struggles, making them potential customers for We Buy Any House. Conversely, individuals looking to sell their homes may be interested in luxury skincare services as they transition to new living arrangements.

#### Value Proposition:

Both businesses can increase their customer base significantly by referring clients, potentially resulting in a 20% increase in new clients for both parties.

#### Collaboration Example:

Enriquez Aesthetics can provide referral cards offering a discount on their services to clients of We Buy Any House who are in distress. For instance, when a homeowner approaches Chris Moore to sell their house due to financial issues, he hands them a referral card to Bianca's luxury skincare services, helping them feel better during a tough transition.

#### Synergy Potential:

The unique synergy lies in the emotional support both businesses can offer their clients during difficult transitions; one provides financial relief while the other offers emotional and physical well-being.

### Action Items:

1. Draft a referral agreement detailing the benefits for each business.
2. Create a co-branded flyer that outlines the referral benefits for both clients.
3. Schedule a meeting to discuss client profiles and how to best refer clients to each other.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

We buy any house!' Enriquez Aesthetics

### Reasoning:

We Buy Any House targets individuals who may be under financial stress and need to sell their homes quickly. This demographic could also benefit from the luxury skincare services offered by Enriquez Aesthetics to help improve their self-image during a challenging time.

### Value Proposition:

By referring clients to Enriquez Aesthetics, We Buy Any House can create a positive customer experience, potentially increasing customer satisfaction and leading to referrals for their services.

### Collaboration Example:

When Chris Moore closes a deal with a distressed seller, he provides them with a voucher for a complimentary facial at Enriquez Aesthetics. This not only helps the seller feel rejuvenated post-sale but also enhances Chris's reputation as a caring service provider, leading to more referrals.

### Synergy Potential:

This pairing is special because it combines financial relief with personal care, helping clients not just move on from their homes but also feel better about themselves in the process.

### Action Items:

1. Create a voucher system for We Buy Any House to distribute to their clients.
2. Design a joint marketing campaign focusing on wellness and financial relief.
3. Organize an event for former clients of We Buy Any House at Enriquez Aesthetics to promote both businesses.

Value: MEDIUM

MUTUAL BENEFIT