

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

REFERRAL 1/2

75% conf

Grayland !” WhitBits Cookies

Reasoning:

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 Proposition:

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.

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

WhitBits Cookies !' Grayland

Reasoning:

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 Proposition:

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%.

Collaboration Example:

WhitBits can create a special promotion where they offer a discount on cookie orders for clients who also use Grayland for real estate appraisal services. For example, any client who books a cookie order of over \$500 receives a referral to Grayland for appraisal services, thus driving business to both companies.

Synergy Potential:

This pairing stands out because WhitBits can enhance the event experience with their cookies, while Grayland can provide appraisal services needed for corporate real estate transactions, creating a seamless service flow for clients.

Action Items:

1. WhitBits to create a brochure that includes Grayland's services to distribute with cookie orders.
2. Establish a referral incentive program where WhitBits earns a commission on every referred client that engages Grayland.
3. Schedule a quarterly review to assess the performance of the referral relationship and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT