

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Grayland

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Grayland!" Big Rig Compliance Pros

#### Reasoning:

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 Proposition:

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.

#### Collaboration Example:

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.

#### Synergy Potential:

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

### Action Items:

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.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Big Rig Compliance Pros !' Grayland

### Reasoning:

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 Proposition:

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.

### Collaboration Example:

When a trucking company approaches Big Rig Compliance Pros about expanding their operations, Sherika can refer them directly to Lauren at Grayland for a property appraisal. For instance, if a client needs to purchase a warehouse to park their fleet, Sherika facilitates the connection, and Grayland provides a timely appraisal, allowing the trucking company to proceed with compliance and financing seamlessly.

### Synergy Potential:

This relationship leverages Big Rig's established trust within the trucking industry to direct clients towards necessary real estate evaluations, aligning with both businesses' growth strategies and client needs.

### Action Items:

1. Arrange a lunch meeting for Sherika and Lauren to discuss mutual client needs and potential referral processes.
2. Draft a simple agreement outlining referral terms and benefits for both parties.
3. Organize a joint webinar for trucking companies about compliance and real estate needs to increase visibility.

Value: MEDIUM

MUTUAL BENEFIT