

# BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release !” We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

## REFERRAL 1/2

75% conf

We buy any house !’ Relax Relate & Release

### Reasoning:

Both businesses target individuals who might be in distressing situations, particularly homeowners facing financial difficulties. Business A can refer clients who may need stress relief or therapy to cope with their situation to Business B.

### Value Proposition:

Business A can access a new revenue stream by referring clients who seek therapeutic services, while Business B can gain access to potential clients who are in need of stress relief due to financial issues.

### Collaboration Example:

We Buy Any House could create a referral program where they provide clients facing foreclosure with vouchers for a free initial massage session at Relax Relate & Release. In return, for every referral that converts into a paying client, Relax Relate & Release would offer a commission to We Buy Any House. This could lead to an increase in both client bases, with We Buy Any House potentially earning \$1,000 from referrals each month.

### Synergy Potential:

The unique synergy lies in their shared focus on helping individuals in distressing situations, allowing them to create a holistic support system that addresses both financial and emotional well-being.

**Action Items:**

1. Develop a referral agreement outlining the specifics of the referral fees and client services.
2. Design promotional materials to inform clients of the new referral program during consultations.
3. Schedule a joint meeting to discuss cross-promotional strategies and how to leverage each other's client bases.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Relax Relate & Release !' We buy any house

**Reasoning:**

Relax Relate & Release can refer clients who may be in financial distress or facing home-related stress to We Buy Any House. Clients coming for therapy may also be in need of selling their homes quickly.

**Value Proposition:**

Business B can enhance their service offerings by providing clients with solutions for their housing challenges, while Business A gains access to potential clients in need of their services.

**Collaboration Example:**

Relax Relate & Release could provide a wellness package that includes a massage and a consultation with We Buy Any House for clients dealing with the emotional stress of selling their home. This package could be marketed to veterans who may be uncertain about their housing situation, creating a supportive environment that helps them through both physical and financial stresses.

**Synergy Potential:**

This pairing is unique as it combines health and financial services, addressing both the mental and emotional health of clients facing significant life changes.

**Action Items:**

1. Create a wellness package that combines massage therapy with a consultation for distressed property selling.
2. Host an informational seminar for veterans discussing stress management and housing solutions with both businesses presenting.
3. Develop co-branded marketing materials to promote the new wellness package to both client bases.

Value: MEDIUM

MUTUAL BENEFIT