

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Organize Design Create

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

75% conf

Grayland !” Organize Design Create

Reasoning:

Grayland serves commercial lenders and property owners who may require marketing assistance, which aligns with Organize Design Create's target market of entrepreneurs and small businesses. Both businesses can refer clients to each other without competing in the same space.

Value Proposition:

By referring clients to each other, both businesses could tap into new revenue streams, potentially increasing their client base by 20% within a year.

Collaboration Example:

Grayland could refer its commercial property owners to Organize Design Create for marketing their properties effectively. For instance, if a property owner is looking to attract tenants, Grayland could connect them with Victoria, who would then create a tailored marketing campaign, resulting in faster leasing and increased visibility for the property. In return, Organize Design Create could refer startups needing real estate consultancy to Grayland, creating a reciprocal flow of clients.

Synergy Potential:

The unique synergy lies in their overlapping target markets where both businesses can enhance each other's service offerings, thus elevating client satisfaction and retention rates. Grayland's clients often need marketing strategies, while Organize Design Create's clients may need real estate insights.

Action Items:

1. Set up an introductory meeting between Lauren and Victoria to discuss referral opportunities.
2. Create a referral agreement outlining the specifics of the referral process and commission structure.
3. Develop co-branded marketing materials to promote the partnership to their respective clients.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

Organize Design Create !' Grayland

Reasoning:

Organize Design Create can provide marketing services to Grayland, helping them enhance their brand presence. Given that Grayland primarily deals with commercial real estate, a strong marketing strategy could help them reach more clients effectively.

Value Proposition:

By utilizing Organize Design Create's marketing services, Grayland could potentially increase their client inquiries by up to 30%, leading to higher appraisal contracts and revenue.

Collaboration Example:

Organize Design Create can create a targeted online marketing campaign for Grayland that highlights their appraisal services to commercial lenders. This could include social media ads, email newsletters, and an updated website design. As a result, Grayland would see an increase in leads and appointments for appraisals, while Organize Design Create gains a case study for their portfolio and a retainer fee from Grayland.

Synergy Potential:

The partnership capitalizes on Grayland's need to increase visibility in a niche market and Organize Design Create's expertise in creating tailored marketing solutions for small businesses, making them a perfect fit.

Action Items:

1. Schedule a needs assessment meeting between Lauren and Victoria to identify specific marketing goals for Grayland.
2. Draft a proposal for a marketing strategy that outlines deliverables, timelines, and costs.
3. Implement an initial pilot project focusing on a specific service offering, such as a social media campaign for new commercial properties.

Value: HIGH

MUTUAL BENEFIT