

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Grayland

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks
Industry: Technology
Healthcare Strategy Execution Consulting

Grayland

Contact: Lauren Hubel
Industry: Real Estate
Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Bluebird Health Partners !” Grayland

Reasoning:

Both Bluebird Health Partners and Grayland serve clients in the healthcare and commercial real estate markets. Bluebird could refer healthcare startups that need real estate for their operations to Grayland, while Grayland could refer healthcare clients who need strategic consulting services for their properties.

Value Proposition:

Increased referral business could generate an estimated \$50,000 in revenue for both companies annually based on typical referral fees in consulting and real estate.

Collaboration Example:

In one scenario, Bluebird Health Partners identifies a healthcare tech startup that needs office space for its team and refers them to Grayland. Grayland successfully closes a deal on a rental property, earning a commission. In return, Grayland refers a property owner needing strategic consulting on healthcare investments to Bluebird, resulting in a \$10,000 consulting engagement.

Synergy Potential:

The unique synergy lies in their complementary markets; Bluebird's healthcare expertise aligns with Grayland's real estate knowledge, allowing both to tap into each other's networks effectively.

Action Items:

1. Schedule a meeting to discuss mutual referral opportunities and establish a referral agreement.
2. Create a joint marketing flyer that highlights the benefits of each service in the context of healthcare and real estate.
3. Attend local networking events together to promote their services and generate leads.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland /' Bluebird Health Partners

Reasoning:

Grayland provides commercial real estate appraisal services, and their clients, often healthcare providers, may need strategic consulting services from Bluebird. Referring these clients can enhance Grayland's service offering while introducing Bluebird to prospective customers.

Value Proposition:

Grayland could earn a referral fee for every client they send to Bluebird, potentially generating an additional \$30,000 in annual income based on a 10% referral fee from consulting contracts.

Collaboration Example:

For instance, Grayland appraises a medical office building for a local healthcare provider. They notice the provider struggles with strategic execution. Grayland refers them to Bluebird Health Partners, resulting in a \$15,000 consulting contract for Bluebird, and Grayland receives a \$1,500 referral fee.

Synergy Potential:

Grayland's direct access to healthcare property owners positions them uniquely to identify and refer clients who could benefit from Bluebird's strategic consulting, creating a seamless service network.

Action Items:

1. Develop a referral agreement outlining the terms and conditions for referring clients between the two businesses.
2. Create case studies showcasing successful referrals to use in marketing materials.
3. Host a joint webinar focused on the intersection of real estate and healthcare strategy to attract potential clients.

Value: MEDIUM

MUTUAL BENEFIT