

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's target market includes commercial lenders and property owners, who may also need marketing services to promote their properties or businesses. Organize Design Create's focus on marketing for small businesses aligns well with the needs of Grayland's clientele.

Value Proposition:

Grayland can refer clients to Organize Design Create, potentially generating a 10-15% referral fee on marketing services, increasing revenue without additional marketing efforts.

Collaboration Example:

When Grayland appraises a commercial property, they can refer the property owner to Organize Design Create for a tailored marketing campaign to attract potential buyers or tenants. For example, if Grayland values a shopping center, they can introduce the owner to Organize Design Create, who then creates a marketing strategy to highlight the property, leading to a successful leasing agreement that earns both businesses referral income.

Synergy Potential:

The unique synergy lies in the intersection of real estate appraisal and targeted marketing efforts, creating a streamlined approach for property owners to not only assess value but also effectively market their assets.

Action Items:

1. Establish a referral agreement detailing commission percentages between Grayland and Organize Design Create.
2. Create a joint promotional flyer that outlines the services of both companies to be distributed to Grayland's existing clients.
3. Schedule a monthly check-in to discuss mutual referrals and track success stories.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Grayland

Reasoning:

Organize Design Create works with startups and established entrepreneurs, many of whom may require commercial real estate appraisal services as they expand or acquire property. This creates a natural referral chain.

Value Proposition:

Organize Design Create can refer clients in need of property appraisal to Grayland, potentially earning a referral fee while enhancing their service offerings.

Collaboration Example:

When a client of Organize Design Create is getting ready to launch a new storefront, they can refer the client to Grayland for an appraisal to establish the property's value before negotiating a lease. This not only helps the client but also generates a commission for Organize Design Create and establishes a strong partnership with Grayland.

Synergy Potential:

The partnership leverages the growing entrepreneur community in Jacksonville, allowing both businesses to tap into a network that is often in need of both appraisal and marketing services.

Action Items:

1. Develop a referral protocol where Organize Design Create can easily connect clients needing appraisals to Grayland.
2. Host a joint webinar on 'Real Estate Essentials for Entrepreneurs,' highlighting both appraisal and marketing strategies.
3. Create case studies from successful referrals to illustrate the benefits of the partnership to potential clients.

Value: MEDIUM

MUTUAL BENEFIT