

# BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting!" Grayland

4 Relationships Identified

## BUSINESS PROFILES

### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/4

80% conf

Genuines Coaching & Consulting!" Grayland

#### Reasoning:

Genuines Coaching & Consulting targets business owners and corporate executives, which may include clients looking to invest in or manage commercial real estate. Grayland's services in commercial real estate appraisal could be useful to these executives, creating a natural referral path.

#### Value Proposition:

By referring clients to each other, Genuines could potentially generate new leads for Grayland, leading to increased appraisal contracts, while Grayland could reinforce its client base by connecting them with coaching services that enhance their business acumen.

#### Collaboration Example:

Genuines could create a workshop for business owners focused on real estate investment strategies, where Grayland provides a segment on the importance of accurate appraisals. They could co-market the event, attracting at least 50 attendees, and each could earn \$2,000 in new business from the leads generated during the event.

#### Synergy Potential:

The pairing is unique because Genuines offers coaching that enhances the strategic thinking of Grayland's clients, making them not just property owners but savvy investors, thereby increasing the value of Grayland's appraisals.

**Action Items:**

1. Schedule a meeting to discuss potential joint workshop topics.
2. Develop a referral agreement outlining the mutual benefits.
3. Create a co-branded marketing plan for the first workshop.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/4**

75% conf

Grayland! Genuines Coaching & Consulting

**Reasoning:**

Grayland serves commercial lenders and property owners, many of whom could benefit from leadership coaching and training offered by Genuines. This creates an opportunity for referrals to enhance the skillset of Grayland's clients.

**Value Proposition:**

By referring clients to Genuines, Grayland can add value to their real estate services, encouraging clients to seek coaching for better management and investment decisions, which could lead to a higher volume of successful transactions.

**Collaboration Example:**

Grayland could refer clients who have recently acquired properties to Genuines for a tailored coaching program on managing and maximizing the value of their investments. If Genuines enrolls 10 new clients from these referrals at \$1,500 each, Grayland enhances its client satisfaction and earns \$1,500 in referral bonuses.

**Synergy Potential:**

This partnership is unique as it not only expands Genuines' client base but also positions Grayland as a comprehensive service provider that supports their clients beyond appraisals, fostering long-term relationships.

**Action Items:**

1. Create a referral tracking system to monitor leads and conversions.
2. Establish a presentation for Grayland's clients about Genuines' coaching services.
3. Set up a feedback loop to share success stories from referrals.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 3/4

75% conf

Grayland! Genuines Coaching & Consulting

### Reasoning:

Grayland's focus on commercial real estate appraisal attracts clients who may also need leadership coaching for their businesses. Genuines Coaching & Consulting can refer their clients interested in real estate investments to Grayland, establishing a mutually beneficial referral system.

### Value Proposition:

Grayland can gain access to Genuines' network of C-suite executives, leading to potential new clients, while Genuines could enhance their service offerings by providing access to real estate appraisal expertise.

### Collaboration Example:

For example, after a workshop, Genuines identifies a participant who is a small business owner looking to expand into commercial properties. They can refer this client to Grayland for an appraisal. If the referral leads to a \$3,000 appraisal fee, Grayland could share a 10% commission with Genuines, generating \$300 revenue for Genuines while providing valuable service to their client.

### Synergy Potential:

The unique synergy lies in the intersection of real estate needs and executive coaching, where both businesses can enhance each other's value propositions through strategic referrals, directly catering to the lifestyle and business ambitions of a shared clientele.

### Action Items:

1. Set up a referral agreement outlining commission structures and responsibilities.
2. Schedule a meeting to discuss cross-promotional strategies and shared marketing materials.
3. Develop a joint marketing campaign targeting C-suite executives interested in real estate investments.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 4/4

60% conf

Genuines Coaching & Consulting ! Grayland

### Reasoning:

Genuines Coaching & Consulting can offer coaching services to Grayland's employees, enhancing their performance and client interaction skills. This can improve Grayland's service delivery in real estate appraisal, making it a vendor relationship.

### Value Proposition:

By investing in Genuines' training, Grayland can elevate the skills of its team, leading to improved client satisfaction and retention, which could increase revenues by 15% through better service delivery.

### Collaboration Example:

Next week, Genuines could conduct a tailored workshop for Grayland's appraisal team focused on persuasive communication and negotiation skills. For a fee of \$2,500, Grayland could see a boost in their appraisal acceptance rates due to enhanced client interactions, aiming for at least a \$10,000 increase in revenue as a result of the improved approach.

**Synergy Potential:**

This pairing is unique because Genuines can directly impact the effectiveness of Grayland's team through specialized training, resulting in tangible improvements in client engagement that most standard training programs do not provide.

**Action Items:**

1. Finalize a training package tailored specifically for Grayland's needs.
2. Identify key team members who will benefit most from the training.
3. Schedule the first training session within the next week.

Value: MEDIUM

MUTUAL BENEFIT

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