

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson  
Industry: Professional Services  
Skincare Products to consumers and businesses

### We buy any house

Contact: Chris Moore  
Industry: Professional Services  
Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house!" ALYS Always Love Yourself

#### Reasoning:

We Buy Any House targets homeowners in distress, many of whom could also benefit from skincare products for stress relief or rejuvenation. As Business B targets mature women, there's potential for cross-referrals where distressed sellers may also be interested in self-care products.

#### Value Proposition:

Increased customer base for ALYS through We Buy Any House's clientele, potentially leading to an additional \$10,000 in sales annually.

#### Collaboration Example:

We Buy Any House could provide ALYS skincare samples to clients who sell their homes, promoting self-care during a stressful time. For example, when a homeowner signs the sale agreement, they receive a skincare starter kit from ALYS, which could lead to new customer conversions for ALYS.

#### Synergy Potential:

Both businesses focus on enhancing quality of life, making their collaboration particularly meaningful in promoting health and wellness during life transitions.

#### Action Items:

1. Develop a co-branded referral program offering discounts on skincare for clients of We Buy Any House.

2. Create a marketing flyer that highlights the skincare benefits for stressed homeowners to be included in sale agreements.
3. Schedule a joint promotional event to educate clients on home selling and self-care, featuring talks from both business owners.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

ALYS Always Love Yourself! We buy any house

### Reasoning:

ALYS Always Love Yourself has a target demographic of mature women who may also be homeowners or know homeowners looking to sell distressed properties. They can refer clients interested in selling homes to We Buy Any House.

### Value Proposition:

Potential to increase We Buy Any House's leads by 20% through referrals, potentially leading to \$50,000 in additional revenue from home purchases.

### Collaboration Example:

ALYS can offer an incentive for mature women who refer clients to We Buy Any House, such as a discount on skincare products. For instance, if a client refers a friend who sells their home, both receive a \$30 credit toward skincare products.

### Synergy Potential:

The synergy lies in the demographic overlap and the emotional benefits of self-care during significant life transitions like selling a house.

### Action Items:

1. Create a referral incentive program for clients who refer home sellers to We Buy Any House.
2. Host a webinar for mature women discussing home selling and skincare, where both businesses are featured.
3. Design a shared social media campaign promoting both businesses targeting the mature female demographic.

Value: MEDIUM

MUTUAL BENEFIT