

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations!" We buy any house

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

#### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

### REFERRAL 1/2

70% conf

## Jazzi's Creations!" We buy any house

#### Reasoning:

Jazzi's Creations and We Buy Any House target different customer needs but share a common audience of homeowners. Jazzi can refer clients to We Buy Any House who may be looking to sell their homes quickly, especially those behind on payments, while We Buy Any House can refer clients looking for personalized gifts for their new homes.

#### Value Proposition:

Increased customer referrals can enhance revenue by tapping into each other's client base, potentially generating thousands in additional sales per year.

#### Collaboration Example:

When Jazzi's Creations hosts a DIY craft event, they can include a flyer about We Buy Any House offering quick home sales. In return, We Buy Any House can hand out gift cards to Jazzi's for personalized gifts to homeowners looking to sell, creating a loop of referrals that benefits both.

#### Synergy Potential:

The unique synergy comes from both businesses being rooted in community service—Jazzi helps families create memories while We Buy Any House assists those in financial distress. This compassionate approach can create a strong referral network based on mutual trust.

**Action Items:**

1. Jasmyne and Chris schedule a meeting to discuss referral program details.
2. Create co-branded flyers to distribute at events and through each business's networks.
3. Track referrals and feedback for continuous improvement of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/2**

80% conf

Jazzi's Creations !' We buy any house

**Reasoning:**

Jazzi's Creations can host workshops for clients of We Buy Any House, providing them with a creative outlet after a stressful home sale. This collaboration enhances community ties while generating income for Jazzi.

**Value Proposition:**

Each workshop can attract around 20 participants at \$25 each, generating \$500 per session for Jazzi, while We Buy Any House can offer this as a unique benefit to their clients, strengthening their brand loyalty.

**Collaboration Example:**

Jazzi's Creations holds a monthly 'New Beginnings' workshop for clients of We Buy Any House, where participants create personalized home decor items. We Buy Any House promotes this workshop as part of their service, leading to a fun environment that helps recently sold homeowners engage with their new community and meet others.

**Synergy Potential:**

This pairing uniquely combines homeownership transition and personal creativity, offering a holistic solution to stress and community integration for new homeowners, which is not commonly found in traditional real estate services.

**Action Items:**

1. Develop a monthly schedule for workshops and set pricing.
2. Create marketing materials to promote the workshops among We Buy Any House clients.
3. Evaluate the impact of workshops on client satisfaction and adjust offerings accordingly.

Value: HIGH

MUTUAL BENEFIT