

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!" Grayla

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

### REFERRAL 1/2

80% conf

Grayland!" Aspirations Behavioral Health Inc.

#### Reasoning:

Grayland's target market of commercial lenders and property owners often includes businesses that may require mental health support for their employees. By referring clients in need of mental health services to Aspirations Behavioral Health, Grayland can enhance its service offerings and strengthen client relationships.

#### Value Proposition:

Each referral could lead to a 10% commission on any ongoing counseling services, potentially generating \$1,000 - \$5,000 in revenue for Grayland annually, depending on referral volume.

#### Collaboration Example:

When Grayland appraises a commercial property that houses multiple businesses, they can identify any companies that may benefit from mental health services. For instance, if a property houses a tech startup with high-stress levels, Grayland could refer the startup's HR manager to Aspirations for employee wellness programs, creating a win-win situation.

#### Synergy Potential:

The unique aspect of this partnership lies in the intersection of real estate and mental wellness, which is rarely explored. By addressing the mental health needs of businesses in commercial spaces, they can create a healthier work environment and increase overall property value.

### Action Items:

1. Set up a meeting between Lauren Hubel and Kristian Wilson to discuss referral terms and potential commission structures.
2. Develop a marketing flyer that outlines the benefits of mental health services for commercial tenants, to be distributed by Grayland.
3. Establish a tracking system for referrals to monitor and optimize the referral process.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc.!' Grayland

### Reasoning:

Aspirations Behavioral Health can refer clients who are business owners or management to Grayland for appraisal services when they are considering property investments or sales. This mutual referral can help both businesses tap into each other's networks.

### Value Proposition:

For every referral that leads to an appraisal, Aspirations could earn a referral fee of \$500, translating into substantial revenue if they engage with several clients per month.

### Collaboration Example:

Aspirations hosts a wellness seminar for local businesses and includes a segment on the importance of real estate investments for financial well-being. During this seminar, they can invite Lauren from Grayland to speak about the importance of accurate appraisals, thus creating a direct referral opportunity for interested attendees.

### Synergy Potential:

This relationship uniquely combines mental health with financial stability, as both companies can help create a more resilient business community. By addressing both mental wellness and property investment, they cater to comprehensive business health.

### Action Items:

1. Organize a joint seminar on financial wellness and mental health, featuring both businesses.
2. Create a referral agreement outlining the process and incentives for referring clients to each other.
3. Develop a co-branded brochure that highlights both services and their benefits for local businesses.

Value: MEDIUM

MUTUAL BENEFIT