

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Tosh’s Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Tosh’s Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

REFERRAL 1/2

70% conf

Tosh’s Urban Garden !’ Grayland

Reasoning:

Tosh’s Urban Garden targets health-conscious individuals, some of whom may also be property owners looking for healthy lifestyle options. Grayland, serving commercial property owners, could benefit from referring clients interested in wellness products.

Value Proposition:

Tosh’s Urban Garden could gain new customers from Grayland's network, potentially increasing monthly sales by 15% through referrals. Grayland enhances its offerings by providing clients with holistic health resources.

Collaboration Example:

Grayland could include brochures for Tosh’s Urban Garden in their client welcome packets, highlighting the health benefits of natural products for property owners. If Grayland refers five clients to Tosh's per month, with each client spending an average of \$50, Tosh's could see an additional \$250 in revenue monthly.

Synergy Potential:

This pairing is unique because it combines real estate and wellness, tapping into a niche market of health-conscious property owners who can benefit from both services.

Action Items:

1. Grayland creates a referral program for Tosh's products, incentivizing their agents to promote Tosh's.
2. Tosh's Urban Garden prepares brochures and product samples for Grayland to distribute.
3. Schedule a joint meeting to discuss marketing strategies and client integration.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

60% conf

Tosh's Urban Garden !' Grayland

Reasoning:

Both businesses could collaborate on health and wellness seminars targeted at commercial property owners, educating them on the benefits of eco-friendly living and the role of natural products.

Value Proposition:

This collaboration could generate additional revenue streams through seminar fees and product sales, potentially boosting revenue for both businesses by 20%.

Collaboration Example:

Tosh's Urban Garden hosts a 'Healthy Living in Your Space' seminar at one of Grayland's commercial properties, showcasing herbal products while discussing eco-friendly practices. Attendees pay \$30 to participate, and Tosh's sells products on-site. If 50 attendees join, Tosh's could make \$1,500 in product sales plus seminar fees.

Synergy Potential:

The collaboration uniquely aligns commercial real estate with health and wellness, creating a fresh perspective on property ownership and lifestyle enhancement.

Action Items:

1. Plan a date and venue for the seminar with Grayland's selected property.
2. Develop a marketing plan to promote the seminar to Grayland's client base.
3. Create a presentation highlighting the benefits of natural products and sustainable living.

Value: MEDIUM

MUTUAL BENEFIT