

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” We buy any house

2 Relationships Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

### REFERRAL 1/2

80% conf

## JPO Logistics LLC !” We buy any house

#### Reasoning:

JPO Logistics serves shippers and owner operators who may often need to liquidate properties due to financial strain, while We Buy Any House targets individuals in similar situations. This creates a strong referral opportunity where JPO can direct distressed sellers to We Buy Any House.

#### Value Proposition:

By referring clients to We Buy Any House, JPO Logistics can earn a referral fee of 5-10% per sale, potentially generating an additional revenue stream.

#### Collaboration Example:

When JPO Logistics identifies a shipper who is struggling financially and may need to sell property, they can refer them to Chris at We Buy Any House. For every successful sale completed, JPO earns a \$2,500 referral fee, creating an additional revenue source while helping their clients manage their financial situations.

#### Synergy Potential:

This partnership leverages JPO's existing relationships with shippers and owner operators who may be in distress, providing a unique channel for We Buy Any House to find clients needing their services, which is not a typical target market for real estate buyers.

**Action Items:**

1. Set up a referral agreement outlining commission structures and client handoff processes.
2. Create marketing materials for JPO to share with their clients highlighting the real estate solutions offered by We Buy Any House.
3. Schedule a joint informational webinar for JPO's clients to explain how We Buy Any House can assist them in selling their properties quickly.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

We buy any house !' JPO Logistics LLC

**Reasoning:**

We Buy Any House meets people who are in financial distress and may require logistics services to move their belongings or transport items after a sale. They can refer clients to JPO Logistics for freight services, creating a reciprocal referral relationship.

**Value Proposition:**

We Buy Any House can earn a referral fee for each client that utilizes JPO's logistics services, thereby enhancing their service offering and providing added value to their clients.

**Collaboration Example:**

After purchasing a home, We Buy Any House can recommend JPO Logistics to clients who need to move their belongings out of the property. For every referral that results in a logistics contract, We Buy Any House earns a \$1,500 fee, while JPO gains more business in freight services.

**Synergy Potential:**

This pairing is unique as it creates a seamless transition from selling a home to managing logistics, providing clients with a comprehensive solution during stressful financial situations.

**Action Items:**

1. Develop a streamlined referral process that We Buy Any House can easily implement when closing property sales.
2. Create co-branded marketing materials that highlight the logistics services available for We Buy Any House clients.
3. Organize a quarterly review meeting to assess the effectiveness of the referral partnership and strategize improvements.

Value: MEDIUM

MUTUAL BENEFIT