

BUSINESS RELATIONSHIP ANALYSIS

The Collective Om!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

The Collective Om!" We buy any house

Reasoning:

The Collective Om focuses on holistic health for individuals and small teams, which could appeal to distressed property sellers looking for stress relief and wellness support. We Buy Any House targets individuals needing to sell homes quickly, which aligns with The Collective Om's target market.

Value Proposition:

The Collective Om could earn referral fees for each client they send to We Buy Any House, potentially generating an additional revenue stream of \$2,000 per month based on an estimate of 10 referrals.

Collaboration Example:

The Collective Om could provide a free wellness workshop for clients of We Buy Any House who are selling their homes. For example, during a consultation, We Buy Any House could gift sellers a voucher for a stress relief session with The Collective Om, enhancing the seller's experience while fostering good community relations. This could lead to 5 new clients monthly for The Collective Om, generating \$1,000 in service fees.

Synergy Potential:

This partnership uniquely combines real estate transactions with holistic wellness, addressing the emotional stress of selling a home, which is often overlooked in traditional real estate services.

Action Items:

1. Schedule a meeting between Ashlyn Schwartz and Chris Moore to discuss referral structures.
2. Develop a joint marketing strategy that highlights wellness services for We Buy Any House clients.
3. Create a brochure detailing The Collective Om's services to distribute at We Buy Any House consultations.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

We buy any house! The Collective Om

Reasoning:

We Buy Any House can refer distressed property sellers to The Collective Om, as many of them may be experiencing heightened stress and could benefit from holistic health services.

Value Proposition:

For each referral, We Buy Any House could earn a referral commission from The Collective Om, potentially adding \$1,500 monthly if they refer 5 clients each month.

Collaboration Example:

When a seller approaches We Buy Any House, Chris Moore can provide them with a resource list that includes a free initial consultation at The Collective Om, promoting their wellness services. For instance, a seller dealing with the emotional turmoil of a foreclosure could attend a complimentary yoga session, leading to a positive customer experience and a potential ongoing relationship with The Collective Om.

Synergy Potential:

This relationship stands out because it creates a holistic support system for clients in real estate transitions, enhancing their emotional well-being in a challenging time.

Action Items:

1. Develop a referral agreement that outlines the commission structure for leads sent to The Collective Om.
2. Host a joint informational session where both businesses can present their services to a shared audience.
3. Create a feedback loop to track the success of referrals and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT