

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" Grayland

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

## REFERRAL 1/2

75% conf

Grayland!" Free Agents Inc

### Reasoning:

Grayland's target market includes commercial lenders and tax/legal professionals, which aligns with Free Agents Inc's focus on solving business issues for companies. Each business can refer clients who require the other's services.

### Value Proposition:

By referring clients to each other, both businesses can increase their client base and revenue, potentially adding an additional 10-15% in new business from referrals.

### Collaboration Example:

If a commercial lender approaches Grayland for an appraisal and mentions they need help with business strategy, Grayland can refer them to Free Agents Inc. In return, if Free Agents Inc encounters clients needing commercial appraisals for financing, they will direct them to Grayland. This creates a seamless referral system that adds value to both parties.

### Synergy Potential:

Both businesses serve overlapping markets but provide complementary services, allowing them to enhance their offerings and provide holistic solutions to clients.

### Action Items:

1. Schedule a joint meeting to discuss referral processes and establish clear criteria for referrals.

2. Create a formal referral agreement outlining the commission structure for referred clients.
3. Develop co-branded marketing materials to promote the referral partnership to each other's client bases.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Free Agents Inc / Grayland

### Reasoning:

Free Agents Inc can identify small to medium-sized companies that require commercial appraisals, thus benefiting Grayland's business through targeted referrals.

### Value Proposition:

This referral relationship can help Grayland gain access to new clients who need appraisal services, which can increase their revenue by 10-20% through consistent client referrals.

### Collaboration Example:

When Free Agents Inc is engaged by a client who is looking to secure financing for expansion, they can recommend Grayland for professional appraisal services. This not only helps the client but also ensures that both businesses benefit financially from the referral.

### Synergy Potential:

Free Agents Inc's extensive network within the small to medium-sized business community complements Grayland's specialized appraisal services, leading to a mutually beneficial relationship without competitive overlap.

### Action Items:

1. Identify target industries within Free Agents Inc's client base that would benefit from Grayland's appraisal services.
2. Develop a simple referral tracking system to monitor the success of referrals.
3. Host a joint webinar to educate potential clients on the importance of appraisals for business financing, featuring both services.

Value: MEDIUM

MUTUAL BENEFIT