

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” JPO Logistics LLC

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !” Grayland

Reasoning:

Both JPO Logistics and Grayland target commercial clients, albeit in different sectors. JPO Logistics serves shippers and owner-operators while Grayland serves commercial lenders and property owners. They could refer clients to each other, enhancing their service offerings without direct competition.

Value Proposition:

By referring clients, JPO Logistics could enhance its service portfolio, while Grayland could gain access to logistics solutions for property owners, increasing client satisfaction and potential revenue.

Collaboration Example:

If JPO Logistics encounters a property owner needing an appraisal before selling their warehouse, they can refer them to Grayland. In return, if Grayland works with a commercial lender seeking to finance a logistics facility, they can refer that lender to JPO for freight services. Each successful referral could generate a commission of \$500 per client, potentially leading to several referrals a month.

Synergy Potential:

The unique synergy lies in their complementary services; JPO Logistics can provide logistics solutions for properties being appraised by Grayland, creating a streamlined process for clients in real estate transactions.

Action Items:

1. Set up an introductory meeting between Paulette Orr and Lauren Hubel to discuss referral protocols.
2. Create a formal referral agreement outlining commission structures and tracking.
3. Develop co-branded marketing materials to promote each other's services to clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland !' JPO Logistics LLC

Reasoning:

Grayland's clients, such as property owners and commercial lenders, often require logistics services for their properties or investments. By establishing a referral relationship, Grayland can offer added value to its clients while driving business to JPO Logistics.

Value Proposition:

Grayland can enhance its service offerings by referring logistics solutions to its clients, potentially earning a referral fee while strengthening client relationships and loyalty.

Collaboration Example:

When Grayland appraises a new commercial property, they may find that the owner needs to transport equipment or goods related to the property. Grayland can refer this client to JPO Logistics for freight services, earning a \$500 fee per successful referral, while ensuring the client's logistics needs are met efficiently.

Synergy Potential:

This pairing stands out because Grayland's expertise in commercial real estate complements JPO Logistics' services, allowing them to provide a more comprehensive solution for their shared clientele.

Action Items:

1. Organize a joint networking event to introduce both businesses to each other's client base.
2. Create a shared online platform where referrals can be easily submitted and tracked.
3. Establish a quarterly review meeting to assess referral success and explore further collaboration opportunities.

Value: MEDIUM

MUTUAL BENEFIT