

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:

JPO Logistics and Grayland serve different but complementary markets. JPO could refer clients needing commercial property appraisals to Grayland, while Grayland could direct clients looking for logistics solutions to JPO, creating a network of support for their respective clients.

Value Proposition:

Increased client referrals could lead to an estimated 15% increase in new business for both companies, translating to significant revenue growth over time.

Collaboration Example:

A local construction firm that JPO Logistics works with is looking to purchase new commercial property. JPO refers them to Grayland for an appraisal, resulting in a successful sale. In return, Grayland refers a new client needing logistics for their commercial real estate developments, creating a mutually beneficial flow of business.

Synergy Potential:

Both businesses thrive on strong networks; JPO focuses on freight and logistics while Grayland specializes in property evaluation, allowing them to provide comprehensive solutions to their clients without overlapping services.

Action Items:

1. Schedule a meeting to discuss mutual referral opportunities and establish a referral agreement.

2. Create a shared marketing flyer highlighting both services for distribution to clients.
3. Implement a tracking system for referrals to measure the success of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Grayland !' JPO Logistics LLC

Reasoning:

Grayland's clientele, including commercial lenders and property owners, may require logistics services for real estate transactions and property management, allowing for mutual referrals.

Value Proposition:

Grayland could add value to its property owners by recommending JPO Logistics for freight solutions, potentially increasing client satisfaction and retention, while JPO gains new clients from Grayland's network.

Collaboration Example:

After evaluating a commercial property, Grayland advises a client on the logistics of moving equipment into their new space. They refer the client to JPO Logistics, who provides a customized logistics plan. As a result, the client is grateful for the seamless transition and continues to work with both businesses for future needs.

Synergy Potential:

This partnership leverages the unique intersection of logistics and real estate, allowing both businesses to enhance their service offerings by providing clients with comprehensive solutions.

Action Items:

1. Develop a co-branded marketing campaign aimed at property owners highlighting the benefits of using both companies.
2. Host a joint webinar on logistics considerations in real estate transactions to educate potential clients.
3. Create a referral discount program that incentivizes clients to use both services.

Value: MEDIUM

MUTUAL BENEFIT