

BUSINESS RELATIONSHIP ANALYSIS

Tosh's Urban Garden!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

70% conf

Tosh's Urban Garden!' We buy any house

Reasoning:

Tosh's Urban Garden serves health-conscious individuals, while We Buy Any House appeals to homeowners in distress. There is a potential for cross-referrals where Tosh's customers might also know individuals needing to sell their homes due to financial stress, thus creating a mutually beneficial referral system.

Value Proposition:

Increased customer reach for We Buy Any House and enhanced service offerings for Tosh's Urban Garden, potentially leading to a 15% increase in client referrals for both businesses.

Collaboration Example:

Tosh's Urban Garden could include a flyer or business card for We Buy Any House in its tea packages. For every referral that leads to a sale, We Buy Any House offers Tosh's Urban Garden a 10% commission, creating direct revenue. Additionally, We Buy Any House can provide Tosh's customers with a free consultation for distressed property sales, enhancing Tosh's service offering.

Synergy Potential:

This partnership uniquely combines health and wellness with real estate solutions, targeting individuals facing difficult transitions who could benefit from natural stress relief products while navigating home sales.

Action Items:

1. Design a referral flyer for We Buy Any House to include in Tosh's Urban Garden product packages.
2. Set up a meeting between Latachia and Chris to finalize the commission structure for referrals.
3. Create a joint promotional campaign highlighting the benefits of both services for distressed sellers.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

We buy any house !' Tosh's Urban Garden

Reasoning:

We Buy Any House caters to homeowners in distress, who may benefit from the natural health products offered by Tosh's Urban Garden. Referring clients who are experiencing stress from property sales to a wellness company can create a holistic support system.

Value Proposition:

We Buy Any House can enhance their service by providing clients with wellness options, potentially increasing client satisfaction and loyalty, leading to higher repeat business.

Collaboration Example:

We Buy Any House could provide a wellness package, including a discount voucher for Tosh's Urban Garden products, to all clients who sell their homes through them. This package would help clients manage stress, while Tosh's Urban Garden gains visibility to a new audience, potentially leading to a 20% increase in sales from the real estate sector.

Synergy Potential:

The pairing is special because it integrates emotional and physical well-being, addressing both the financial stress of home selling and the health needs of clients, creating a comprehensive support system.

Action Items:

1. Develop a wellness package that includes discount vouchers for Tosh's Urban Garden products.
2. Train We Buy Any House staff on the benefits of Tosh's products so they can effectively promote them to clients.
3. Set up a feedback loop to assess client satisfaction with the wellness package after home sales.

Value: MEDIUM

MUTUAL BENEFIT