

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

80% conf

Grayland !' Free Agents Inc

Reasoning:

Grayland and Free Agents Inc serve overlapping target markets, particularly commercial clients and small to medium-sized businesses. Both parties can refer clients needing appraisal services or business solutions, enhancing their respective service offerings without competing.

Value Proposition:

By referring clients to each other, both businesses could generate new leads that can result in increased revenues, potentially adding up to a 15% increase in monthly revenue through cross-referrals.

Collaboration Example:

Grayland can refer clients who need business consultancy to Free Agents Inc when they discover businesses struggling with operational issues during property appraisals. Conversely, Free Agents Inc can recommend Grayland for clients looking to appraise their properties before selling or securing loans. For instance, if Free Agents Inc is working with a client needing to sell a commercial property, they can refer them to Grayland for a comprehensive appraisal, ensuring the client gets the best market value.

Synergy Potential:

This partnership is unique as both businesses cater to the same clientele within the commercial sector yet address different aspects of their needs, allowing for a complete service package that enhances client satisfaction.

Action Items:

1. Set up an introductory meeting to discuss mutual referral opportunities and establish a referral protocol.
2. Create a joint marketing piece highlighting both services for mutual clients.
3. Implement a referral tracking system to measure the success of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Free Agents Inc / Grayland

Reasoning:

Free Agents Inc's focus on solving business issues aligns well with the need for commercial appraisals among their client base. They can effectively refer clients to Grayland who need appraisal services when addressing business transactions.

Value Proposition:

By establishing a referral system, Free Agents Inc can enhance their service offering and increase client satisfaction, potentially leading to a 10% increase in client retention and referral business.

Collaboration Example:

When Free Agents Inc identifies a company looking to secure financing for expansion, they can refer them to Grayland for a property appraisal to support their loan application. For example, a local tech startup wanting to expand its office space would need an accurate appraisal to negotiate better loan terms, thus driving more clients to Grayland.

Synergy Potential:

This relationship allows Free Agents Inc to provide a more comprehensive service to clients, covering both operational and asset valuation needs, which is a unique offering that can distinguish them in the market.

Action Items:

1. Prepare a list of typical scenarios where referrals can be beneficial to both parties.
2. Develop a training session for both teams to understand the referral process and mutual benefits.
3. Launch a joint promotional campaign targeting businesses in Jacksonville to introduce the referral program.

Value: MEDIUM

MUTUAL BENEFIT