

# BUSINESS RELATIONSHIP ANALYSIS

## Grayland!" MyahnArt LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Grayland

Contact: Lauren Hubel  
Industry: Real Estate  
Commercial Real Estate Appraisal

#### MyahnArt LLC

Contact: Myah Freeman  
Industry: Marketing & Design  
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### COLLABORATION 1/2

80% conf

MyahnArt LLC!" Grayland

#### Reasoning:

MyahnArt LLC can enhance the appeal of Grayland's commercial properties through artistic beautification services. This collaboration can help Grayland increase the perceived value of their properties while providing MyahnArt with exposure to new clients.

#### Value Proposition:

By beautifying properties, Grayland can potentially increase property values and appeal, leading to higher appraisal values, while MyahnArt can secure contracts worth thousands in mural projects.

#### Collaboration Example:

MyahnArt could create a stunning mural for one of Grayland's commercial listings, transforming a plain exterior into a vibrant attraction. Grayland can host an open house featuring live painting by MyahnArt, drawing in potential buyers and increasing foot traffic. This could lead to a \$10,000 contract for MyahnArt and a successful sale for Grayland.

#### Synergy Potential:

The unique pairing of a creative arts company with a commercial real estate firm enhances property aesthetics, creating a standout market presence for Grayland and helping MyahnArt reach a broader audience.

#### Action Items:

1. Schedule a meeting to discuss potential properties for mural projects.

2. Identify specific commercial listings that could benefit from artistic enhancements.
3. Plan an open house event that showcases both the property and MyahnArt's work.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Grayland! MyahnArt LLC

### Reasoning:

Grayland's clients, such as property owners and commercial lenders, may seek services that enhance the aesthetic appeal of their properties. They can refer MyahnArt to clients looking to increase property value through art and beautification.

### Value Proposition:

Grayland can broaden its service offerings by providing clients with referrals to MyahnArt, potentially enhancing property values, while MyahnArt gains access to commercial property owners needing art services.

### Collaboration Example:

When Grayland appraises a property that lacks visual appeal, they can refer the owner to MyahnArt for a custom mural or live painting event, facilitating a project that could yield \$5,000 in revenue for MyahnArt. In turn, property owners could see a 10% increase in property value due to improved aesthetics.

### Synergy Potential:

This referral relationship uniquely positions both businesses to enhance property values while satisfying clients' needs for both appraisal and aesthetic improvement, creating a comprehensive service offering.

### Action Items:

1. Create a referral agreement outlining mutual benefits.
2. Develop marketing materials that highlight MyahnArt's services for Grayland's clients.
3. Arrange a presentation for Grayland's team to familiarize them with MyahnArt's offerings.

Value: MEDIUM

MUTUAL BENEFIT