

# BUSINESS RELATIONSHIP ANALYSIS

## Grayland!" The Collective Om

### 2 Relationships Identified

#### BUSINESS PROFILES

##### Grayland

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

##### The Collective Om

Contact: Ashlyn Schwartz  
Industry: Health & Wellness  
Holistic health services for individuals and small teams

#### REFERRAL 1/2

70% conf

The Collective Om!" Grayland

##### Reasoning:

The Collective Om focuses on holistic health, which can attract small business owners who may also be commercial property owners or in need of real estate services. While they serve different markets, there is a crossover in clientele that can benefit both businesses.

##### Value Proposition:

By referring clients to each other, both businesses can increase their client base, with The Collective Om benefiting from access to Grayland's commercial clients, potentially increasing its revenue by 20%.

##### Collaboration Example:

The Collective Om could create a special wellness program for Grayland's commercial clients, offering stress-relief sessions or workshops for property owners. In return, Grayland could refer its clients who are looking for holistic health services, resulting in both businesses gaining new customers and enhancing their service offerings.

##### Synergy Potential:

This pairing is unique because The Collective Om's wellness services can directly enhance the work-life balance of Grayland's commercial clients, promoting a healthier workplace environment which is essential in the real estate sector.

### Action Items:

1. The Collective Om creates a wellness package specifically tailored for commercial property owners.
2. Grayland introduces The Collective Om's services to their clients through email newsletters and during property showings.
3. Both businesses schedule a joint networking event to promote their services to each other's clients.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Grayland! The Collective Om

### Reasoning:

Grayland's commercial real estate appraisal services can appeal to The Collective Om's health-focused clientele who may be considering setting up a wellness space or expanding their business. Referring clients for appraisal services can help facilitate their growth.

### Value Proposition:

Grayland can gain new clients through The Collective Om's network of small business owners, potentially increasing their appraisal engagements by 15%, while The Collective Om benefits from reliable real estate advice.

### Collaboration Example:

When The Collective Om hosts a workshop for small business owners, Grayland could provide a guest speaker session on navigating commercial real estate, while also offering discounted appraisal services to attendees. This not only enhances the workshop's value but also brings in potential new clients for Grayland.

### Synergy Potential:

The partnership is special because it combines wellness and business growth; by helping clients understand real estate needs, Grayland can position itself as a supportive ally in their entrepreneurial journey, while The Collective Om enhances its value proposition.

### Action Items:

1. Grayland prepares a presentation on commercial real estate trends to offer during The Collective Om's workshops.
2. The Collective Om includes Grayland's promotional materials in their client welcome packets.
3. Set up quarterly meetings to share insights and referral statistics to track mutual benefits.

Value: MEDIUM

MUTUAL BENEFIT