

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" We buy any house

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

85% conf

We buy any house!" Be Present Detalles

Reasoning:

Both businesses target individuals in need of services related to their homes or life events. Business A's clientele may often require event planning services when celebrating the sale or transition from their old homes, while Business B could refer clients in need of quick home sales.

Value Proposition:

By referring clients to each other, both businesses can tap into new customer bases, potentially increasing sales by 20-30% through mutual referrals.

Collaboration Example:

Chris Moore from We Buy Any House could hand out Be Present Detalles' brochures to clients looking to sell, suggesting they celebrate the transition with a personalized event. De'Ana Aguas, in turn, could recommend We Buy Any House to clients who are overwhelmed by home ownership and need to sell quickly to fund upcoming events, creating a seamless referral loop.

Synergy Potential:

The unique synergy lies in the emotional transition clients face when selling their homes and celebrating new beginnings, allowing both businesses to support each other through this pivotal life moment.

Action Items:

1. Create a referral agreement outlining terms and benefits for both businesses.
2. Develop co-branded marketing materials that highlight each other's services.
3. Schedule a joint meeting to discuss ways to cross-promote services at upcoming events.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles !' We buy any house

Reasoning:

Be Present Detalles caters to busy professionals and couples who may find themselves needing to sell their homes due to life changes. By referring clients who are in financial distress to We Buy Any House, they can provide added value to their clients.

Value Proposition:

This relationship could lead to both businesses increasing client satisfaction, potentially resulting in a 15% boost in referrals and new clients for We Buy Any House.

Collaboration Example:

De'Ana Aguas could inform her clients about the option to sell their homes quickly through We Buy Any House during consultations about event planning for significant life changes, ensuring they know of the stress relief options available. Whenever a client mentions the need to sell, De'Ana can directly facilitate the introduction to Chris, thus enhancing the service experience for her clients.

Synergy Potential:

This partnership is unique because it connects the emotional aspects of event planning with the practical need for quick home sales, creating a supportive network for clients navigating significant life changes.

Action Items:

1. Organize a workshop where De'Ana shares event planning insights while Chris discusses home selling options.
2. Develop a joint marketing campaign promoting the concept of 'celebrating new beginnings' with a focus on home transitions.
3. Set up an incentive program for referrals that rewards both businesses for successful client connections.

Value: MEDIUM

MUTUAL BENEFIT