

# BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" We buy any house

2 Relationships Identified

## BUSINESS PROFILES

### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

80% conf

We buy any house!" Jamz Trainings

#### Reasoning:

Both businesses target individuals in distressful situations, notably homeowners who might be experiencing financial difficulties. Business A can refer clients who are in need of physical and mental wellness support, particularly those who may have sold their homes and are looking to improve their overall health.

#### Value Proposition:

By referring clients, Business A can help its customers transition into a healthier lifestyle post-sale, while Business B gains access to a niche market of motivated clients seeking personal training and wellness.

#### Collaboration Example:

We Buy Any House could establish a referral program where they provide Jamz Trainings with leads of clients who have recently sold their homes. For instance, after closing a sale, We Buy Any House sends a personalized email to the seller, introducing Jamz Trainings and offering a free initial consultation for personal training. If the referral leads to a client enrolling in a program, We Buy Any House could earn a referral fee of \$100.

#### Synergy Potential:

This pairing stands out because it not only addresses the immediate needs of distressed homeowners but also promotes their mental and physical wellbeing, creating a holistic support system during a significant life transition.

### Action Items:

1. Develop a referral agreement outlining commission structures for successful client enrollments.
2. Create co-branded marketing materials to distribute to We Buy Any House clients post-sale.
3. Schedule a meeting to discuss the specific wellness needs of the target market, ensuring personalized referrals.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Jamz Trainings! We buy any house

### Reasoning:

Jamz Trainings serves a demographic that often includes homeowners within HOA communities, which aligns with potential sellers of distressed properties. They can refer clients who might be looking to sell due to health-related reasons or financial stress.

### Value Proposition:

By referring clients who may need to sell their homes, Jamz Trainings can enhance their service offerings while providing clients with crucial assistance during difficult transitions, all while earning a referral fee.

### Collaboration Example:

Jamz Trainings could integrate a 'Home Selling Wellness Package' for clients who express a need to move for health reasons. For every client who enrolls in the package, Jamz could refer them to We Buy Any House for a quick home sale, earning a \$100 referral fee when the sale closes. This package could include stress management training and physical fitness programs aimed at reducing the burden of selling a home.

### Synergy Potential:

This unique collaboration addresses the emotional and physical challenges of home selling, ensuring that clients not only find a solution for their housing needs but also maintain their health during the transition.

### Action Items:

1. Establish a formal referral program with clear benefits for both parties.
2. Create a joint marketing campaign focusing on health and wellness benefits during home sales.
3. Host a workshop in HOA communities discussing the importance of health during life transitions, featuring both businesses.

Value: MEDIUM

MUTUAL BENEFIT