

# BUSINESS RELATIONSHIP ANALYSIS

Grayland!" The P-Way Solutions LLC

2 Relationships Identified

## BUSINESS PROFILES

### Grayland

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

### The P-Way Solutions LLC

Contact: Pervis Lowman  
Industry: Real Estate  
Commercial Janitorial Services

REFERRAL 1/2

85% conf

Grayland!" The P-Way Solutions LLC

#### Reasoning:

Grayland and The P-Way Solutions LLC target common clientele in the commercial sector, including property owners and small businesses that require both appraisal and janitorial services. They can refer clients to each other, creating a mutually beneficial referral network.

#### Value Proposition:

Increased client referrals can lead to a potential 20% increase in revenue for both businesses, as they can tap into each other's client base.

#### Collaboration Example:

Grayland could refer its commercial property clients to The P-Way Solutions for their janitorial needs during property transitions. For example, when a property is sold, Grayland can recommend The P-Way to ensure the property is clean and presentable for the new owners, potentially leading to several contracts worth \$1,000 each.

#### Synergy Potential:

Both businesses are in the real estate sector, which creates a unique synergy as they can streamline services for clients who need both appraisals and property maintenance, positioning themselves as a one-stop solution.

#### Action Items:

1. Create a referral agreement outlining the terms and benefits for both parties.

2. Develop marketing materials that highlight the partnership and the services offered.
3. Schedule a joint networking event to introduce both businesses to each other's clientele.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

The P-Way Solutions LLC !' Grayland

### Reasoning:

The P-Way Solutions LLC can refer clients needing property evaluations to Grayland, especially those who require appraisals for financing or legal purposes. This referral relationship can help both businesses grow their client bases.

### Value Proposition:

By referring clients for appraisal services, The P-Way could enhance its service offerings and potentially earn a referral fee, while Grayland gains access to new clients, increasing its revenue by approximately 15%.

### Collaboration Example:

The P-Way Solutions can identify clients who are preparing to sell or lease their properties and refer them to Grayland for appraisals. For instance, a business owner looking to sell a commercial property could be referred by The P-Way, leading to an appraisal valued at \$2,500, thereby generating revenue for Grayland.

### Synergy Potential:

This pairing is unique because The P-Way Solutions can integrate their janitorial services with Grayland's appraisal services, enhancing the overall property presentation and value, which is critical in commercial real estate.

### Action Items:

1. Set up a system for tracking referrals between the two businesses.
2. Create co-branded materials to promote both services together.
3. Establish a quarterly review to assess the referral success and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT