

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

Grayland

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

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

REFERRAL 1/2

80% conf

Grayland !” Simple Creations By T

Reasoning:

Grayland's target market includes commercial lenders and property owners, who may also be in need of custom gifts or promotional items to celebrate business milestones or client relationships. Simple Creations By T can provide personalized gifts to these clients, creating a referral channel.

Value Proposition:

By referring clients to Simple Creations By T, Grayland can enhance its service offering and potentially earn a referral fee, while Simple Creations gains access to a larger audience of corporate clients.

Collaboration Example:

When a commercial property owner completes a significant transaction, Grayland can refer them to Simple Creations By T to create customized gift packages to celebrate the occasion. For example, a property owner selling a large office building could order personalized plaques and branded apparel for their team, generating \$1,000 in sales for Simple Creations.

Synergy Potential:

Grayland's established relationships with commercial clients provide Simple Creations By T an entry point into the commercial sector, which is typically harder to access for custom businesses.

Action Items:

1. Set up a meeting to discuss referral commission structures.
2. Create a joint marketing flyer highlighting the benefits of personalized gifts for commercial clients.
3. Organize a networking event to introduce both businesses to each other's client bases.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Simple Creations By T! Grayland

Reasoning:

Simple Creations By T can supply Grayland with custom gifts and promotional materials for their clients and events, enhancing Grayland's branding and client engagement strategies.

Value Proposition:

With custom gifts, Grayland can strengthen client relationships and stand out in a competitive real estate market, potentially leading to increased client retention and referrals.

Collaboration Example:

Grayland could order custom branded gift baskets from Simple Creations By T for new clients during the closing process. Each basket, valued at \$200, could include personalized items celebrating the client's new investment, and if Grayland orders 10 baskets per month, this could amount to \$2,000 in sales for Simple Creations.

Synergy Potential:

This pairing uniquely combines the high-touch service of real estate with personalized client appreciation strategies, creating a memorable experience that is both personal and professional.

Action Items:

1. Develop a list of potential gift items that align with Grayland's brand identity.
2. Create sample gift baskets for Grayland to present to clients at upcoming closings.
3. Establish a pricing agreement for bulk orders to ensure cost efficiency.

Value: HIGH

MUTUAL BENEFIT