BUSINESS RELATIONSHIP ANALYSIS

Grayland !" JAX AI Agency

2 Relationships Identified

BUSINESS PROFILES

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

JAX AI Agency
Contact: Vic Bushe
Industry: Technology
Technology and AI Consulting

REFERRAL 1/2

70% conf

JAX AI Agency !' Grayland

Reasoning:
JAX AI Agency focuses on small and mid-sized businesses, which includes many in the real estate sector. Grayland, as a commercial real estate appraisal firm, serves property owners and lenders who could benefit from JAX AI's services to modernize their operations with AI tools and automation.

Value Proposition:
By referring clients to each other, JAX AI could gain access to property owners looking to adopt technology, while Grayland could enhance their service offerings to clients by providing them with AI solutions.

Collaboration Example:
JAX AI Agency refers a commercial property owner client to Grayland for appraisal services. In return, Grayland introduces JAX AI to property owners interested in AI tools to streamline operations and enhance property management. This exchange generates a potential $10K in project fees for JAX AI and strengthens Grayland's client relationships.

Synergy Potential:
The unique synergy lies in the intersection of technology and real estate, where JAX AI's innovative solutions can significantly improve operational efficiencies within Grayland's client base, providing a competitive edge in the appraisal industry.

Action Items:

1. Set up an introductory meeting between JAX AI and Grayland to discuss referral opportunities.
2. Develop a joint marketing brochure highlighting the benefits of AI in real estate appraisals.
3. Create a referral agreement outlining commission structures for client introductions.

Value: MEDIUM   MUTUAL BENEFIT

REFERRAL 2/2   60% conf

G r a y l a n d !' J A X   A I   A g e n c y

Reasoning:

Grayland's commercial real estate clients often seek technological solutions to enhance their property management and valuation processes. By referring these clients to JAX AI, Grayland can add value to their services and help clients modernize their operations.

Value Proposition:

Grayland can enhance its service offering by connecting clients with JAX AI, which can lead to increased client satisfaction and loyalty, potentially translating into higher appraisal volumes.

Collaboration Example:

Grayland identifies a client struggling with property management efficiency and refers them to JAX AI. JAX AI implements an AI-driven property management tool that reduces the client's operational costs by 20%, and in return, Grayland earns a referral fee of $2,000 for the introduction.

Synergy Potential:

This pairing is unique because it combines the traditional real estate appraisal process with cutting-edge AI technology, allowing both companies to stay ahead in a rapidly evolving market.

Action Items:

1. Identify key clients in need of technology solutions for property management and introduce them to JAX AI.
2. Develop a case study on the success of AI implementation in property management to use in marketing.
3. Host a joint seminar on the benefits of AI in real estate appraisal and property management.

Value: MEDIUM   MUTUAL BENEFIT