

BUSINESS RELATIONSHIP ANALYSIS

We buy any house!" flow

2 Relationships Identified

BUSINESS PROFILES

We buy any house

Contact: Chris Moore
Industry: Professional Services
Buy distressed properties

flow

Contact: Miguel Camargo
Industry: Professional Services
Coaching

REFERRAL 1/2

75% conf

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Reasoning:

Both businesses serve clients in the realm of property ownership and financial distress, making it likely that they encounter similar customer bases. While flow provides coaching services that can help individuals and families navigate financial challenges, We Buy Any House directly addresses those needing to sell distressed properties. Referring clients between the two could enhance customer satisfaction and business opportunities.

Value Proposition:

By referring clients to each other, both businesses can increase their client base by 20%, providing a steady stream of leads and potential revenue.

Collaboration Example:

Flow could create a coaching program specifically designed for individuals facing financial difficulties, including those needing to sell their homes. As part of this program, flow would refer clients who require immediate cash solutions to We Buy Any House, while We Buy Any House would refer clients looking for emotional and financial guidance to flow's coaching services. This creates a supportive ecosystem for distressed homeowners.

Synergy Potential:

The unique synergy lies in the combination of emotional and practical solutions for clients facing financial stress, creating a holistic support system that neither business could provide alone.

Action Items:

1. Develop a referral agreement outlining terms of client referrals.
2. Create a joint marketing flyer highlighting both services to distribute to clients.
3. Schedule a monthly check-in to discuss referrals and share success stories.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

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Reasoning:

Flow's coaching services can complement We Buy Any House's offerings by providing necessary support for clients who are selling their homes under distress. This collaboration can enhance the client experience by addressing emotional and financial well-being simultaneously.

Value Proposition:

This collaboration can lead to a new revenue stream by offering bundled services, potentially generating an additional \$15,000 in revenue per quarter.

Collaboration Example:

Flow could host a workshop titled 'Navigating Home Sales During Financial Stress' in collaboration with We Buy Any House. In this workshop, clients learn about the selling process and receive coaching on managing stress and decision-making. Both businesses can charge an entry fee, splitting the revenue, while also gaining exposure to each other's customer bases.

Synergy Potential:

This partnership stands out because it not only addresses the immediate financial needs of homeowners but also provides them with emotional and strategic support, fostering loyalty and trust in both brands.

Action Items:

1. Plan and schedule the workshop with a clear agenda and promotional materials.
2. Create an online registration platform to track attendees.
3. Follow up with participants post-workshop to offer further coaching services or consultations.

Value: HIGH

MUTUAL BENEFIT