

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Grayland

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson
Industry: Health & Wellness
Telahealth mental health counseling

Grayland

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

REFERRAL 1/2

80% conf

Grayland ! Aspirations Behavioral Health Inc.

Reasoning:

Grayland's target market includes property owners who may also seek mental health support for themselves or their tenants. By referring clients who require mental health services to Aspirations Behavioral Health, Grayland can enhance its service offering while Aspirations can gain new clients.

Value Proposition:

Increased client base for Aspirations and enhanced service portfolio for Grayland, potentially leading to a 10-15% increase in client referrals.

Collaboration Example:

Grayland could include a brochure or a discount offer for Aspirations' services in their appraisal reports. For instance, when appraising a commercial property, Grayland can provide a mental health resource guide for property owners, which includes a special introductory offer for Aspirations' telehealth services. This way, property owners looking to create healthier environments for their tenants can easily access mental health support.

Synergy Potential:

This partnership uniquely combines real estate and mental wellness, addressing a holistic approach for property owners and tenants, which is rarely focused on in the commercial real estate sector.

Action Items:

1. Set up an introductory meeting between Lauren Hubel and Kristian Wilson to discuss referral opportunities.
2. Create a marketing brochure that outlines the benefits of mental health services for property owners and tenants.
3. Establish a referral tracking system to measure success and adjust the collaboration as needed.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. / Grayland

Reasoning:

Aspirations Behavioral Health can refer clients who are property owners or investors needing commercial real estate appraisals, particularly those interested in properties that promote mental wellness.

Value Proposition:

Aspirations can enhance its service offerings by connecting clients with appraisal needs, potentially generating additional revenue through referral fees or partnership agreements.

Collaboration Example:

Aspirations could host a workshop focused on the importance of mental health in commercial spaces and invite Grayland to present on property valuation. Attendees who are property owners can be offered a complimentary consultation with Grayland to appraise their properties, creating an immediate pathway for referrals.

Synergy Potential:

By focusing on mental wellness in commercial properties, both businesses can leverage their unique insights to attract a niche market that prioritizes health and well-being in their investment decisions.

Action Items:

1. Arrange a workshop where Aspirations can showcase their services while Grayland can present on the benefits of commercial appraisals.
2. Develop a joint marketing piece that emphasizes the link between mental health and commercial property value.
3. Create a client feedback mechanism to evaluate the effectiveness of referrals and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT