

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" We buy a

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

We buy any house

Contact: Chris Moore

Industry: Professional Services

Buy distressed properties

REFERRAL 1/2

75% conf

We buy any house !' Aspirations Behavioral Health Inc.

Reasoning:

Both businesses target individuals in distressing situations, though from different angles. We Buy Any House can refer clients who might need mental health support after a stressful property sale to Aspirations Behavioral Health, while Aspirations can refer clients needing to sell their homes as part of their holistic wellness approach.

Value Proposition:

Increased client base through referrals; potential to increase sales by 20% from cross-referrals.

Collaboration Example:

When We Buy Any House purchases a distressed property, they can connect with the previous homeowner, who may be struggling emotionally due to the sale. They can introduce this homeowner to Aspirations Behavioral Health for mental health support. This could involve setting up an introductory session where Aspirations offers a discount for We Buy Any House referrals, turning a stressful transition into a supportive journey.

Synergy Potential:

This partnership uniquely addresses the emotional and financial stress that homeowners experience during property sales, creating a holistic support system rather than just transactional relationships.

Action Items:

1. Set up a referral agreement detailing the process for We Buy Any House to refer clients to Aspirations.

2. Develop a co-branded marketing brochure to distribute at both businesses, explaining the benefits of seeking mental health support during home transitions.
3. Host an introductory webinar where both businesses share insights and promote their services to their combined audiences.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc.!' We buy any house

Reasoning:

Aspirations Behavioral Health serves individuals who may be undergoing significant life changes, including home sales. This creates an opportunity for them to refer clients who might need to sell their homes due to financial strain or emotional distress.

Value Proposition:

Access to potential new clients for We Buy Any House among individuals seeking mental health support, potentially increasing sales by 15%.

Collaboration Example:

Aspirations can identify clients who express concerns about their living situations during counseling sessions. They can provide these clients with a referral to We Buy Any House, ensuring a smooth process for those needing to sell due to financial difficulties. This referral could include a free consultation that both companies promote, helping clients find solutions during tough times.

Synergy Potential:

The partnership leverages the emotional connections clients have with their mental health professionals, making them more likely to trust a referral for property sales during vulnerable times.

Action Items:

1. Establish a formal referral process where Aspirations can quickly connect clients with We Buy Any House.
2. Create a joint online resource center that addresses mental health and housing stability, guiding clients on available services.
3. Schedule monthly catch-up meetings to discuss referral successes and adjust strategies to enhance the partnership.

Value: MEDIUM

MUTUAL BENEFIT