

# BUSINESS RELATIONSHIP ANALYSIS

## Grayland!" Jazzi's Creations

2 Relationships Identified

### BUSINESS PROFILES

#### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

85% conf

#### Jazzi's Creations!" Grayland

##### Reasoning:

Jazzi's Creations could provide team-building craft workshops for Grayland's real estate clients. This not only enhances the experience for Grayland's clients but also gives Jazzi a steady stream of corporate clients looking for unique engagement activities.

##### Value Proposition:

Jazzi's Creations could earn \$500 per workshop, while Grayland enhances client relationships and differentiates its services in a competitive market.

##### Collaboration Example:

Grayland organizes a corporate retreat for a group of commercial property owners where Jazzi's Creations sets up a DIY craft station. Attendees create personalized keychains representing their properties. Jazzi earns \$500 for the session, while Grayland strengthens client relationships and gathers leads for future real estate deals.

##### Synergy Potential:

The unique pairing of event crafting with commercial real estate allows for memorable client experiences that traditional real estate transactions lack, creating a competitive edge for Grayland.

##### Action Items:

1. Schedule a meeting between Jasmyne and Lauren to discuss potential workshop dates.

2. Identify target clients in Grayland's portfolio who would benefit from team-building activities.
3. Develop a marketing plan for the workshops to promote them to Grayland's clients.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Grayland !' Jazzi's Creations

#### Reasoning:

Grayland's clients, including commercial lenders and property owners, may appreciate personalized gifts or promotional items for their business-related events, which Jazzi's Creations specializes in.

#### Value Proposition:

Grayland can enhance its service offering by referring clients to Jazzi's Creations, potentially leading to an increased client satisfaction rate and loyalty.

#### Collaboration Example:

When Grayland completes an appraisal for a new commercial property, they can refer the property owner to Jazzi's Creations for customized closing gifts such as engraved keychains or branded merchandise, earning a referral fee from Jazzi for each new client they send.

#### Synergy Potential:

By combining Grayland's existing client base with Jazzi's unique product offerings, both businesses can expand their reach and enhance overall customer satisfaction.

#### Action Items:

1. Establish a referral agreement detailing commission structures.
2. Create a brochure outlining Jazzi's offerings for Grayland's clients.
3. Train Grayland's team on how to present Jazzi's services to potential referrals.

Value: MEDIUM

MUTUAL BENEFIT