

BUSINESS RELATIONSHIP ANALYSIS

Grayland !” Soulfitness Studio Health and well

2 Relationships Identified

BUSINESS PROFILES

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

Grayland !” Soulfitness Studio Health and wellness center

Reasoning:

Grayland serves commercial lenders and property owners, while Soulfitness Studio targets individuals looking to improve their health. Both businesses can refer clients to one another, as property owners might benefit from wellness services, and health-seekers may need commercial spaces for their activities.

Value Proposition:

Increased client base for both businesses, leading to an estimated additional revenue of 10% from referrals.

Collaboration Example:

Grayland refers its commercial property clients who may be interested in opening health-related businesses to Soulfitness Studio for wellness space consulting. In return, Soulfitness can refer its clientele to Grayland for any real estate needs, potentially generating \$1,000 in additional commission for each successful referral.

Synergy Potential:

The unique synergy lies in the mutual enhancement of client well-being and business opportunities, as property owners looking for commercial space can diversify into health and wellness, a growing market.

Action Items:

1. Set up a referral agreement detailing the process and incentives for client referrals.
2. Create promotional materials that highlight each other's services to share with clients.

3. Schedule a joint networking event for clients to explore health and wellness in commercial real estate.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Soulfitness Studio Health and wellness center !' Grayland

Reasoning:

Soulfitness Studio could provide wellness programs for Grayland's clients, such as fitness classes or health consultations for property owners and employees involved in commercial real estate.

Value Proposition:

Grayland can enhance their service offerings by including wellness programs, potentially increasing client satisfaction and retention by 20%.

Collaboration Example:

Soulfitness Studio offers a specialized health workshop for Grayland's commercial real estate clients, focusing on workplace wellness. Each participant pays \$100 to attend, with Grayland retaining \$50 per attendee as a referral fee. If 20 clients attend, Grayland earns \$1,000 while enhancing their service portfolio.

Synergy Potential:

This pairing capitalizes on the growing trend of workplace wellness in real estate, making Grayland stand out by promoting health-conscious environments in their properties.

Action Items:

1. Develop a workshop curriculum focusing on workplace wellness tailored for Grayland's clientele.
2. Identify and invite key clients from Grayland to the inaugural workshop to encourage participation.
3. Create a feedback loop to assess client satisfaction and improve future offerings.

Value: HIGH

MUTUAL BENEFIT