Pre-Qualifying : Reference Sheet

Quick Reference: Pre-Qualifying for Advanced Tax & Wealth Strategies

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Ideal Client Snapshot

- Business owner
- Income: **$300K–$1M+**
- Paying **$100K+ in taxes**
- Consistent or growing income
- Already using basic strategies
- Wants **tax reduction + retirement income**

Trigger Statements (Listen For)

- “I feel like I’m getting crushed on taxes”
- “I don’t know where to put extra cash”
- “I want to retire earlier”
- “I want more predictable income later”
- “I’m not sure I’m doing everything I can”

Core Positioning

“Redirect taxes → Build long-term wealth → Create predictable retirement income”

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5 Key Questions

1. Income consistency over last 2–3 years?
2. Estimated annual tax burden?
3. Maxing out current strategies?
4. Excess cash flow available?
5. Retirement goal: lump sum or income?

Green Lights (Move Forward)

- High and stable income
- High tax burden
- Motivated to reduce taxes
- Has excess cash
- Values long-term planning

Yellow Flags (Proceed Carefully)

- Unstable income
- Low profitability
- Not maxing basic strategies
- Cash flow constraints

Red Flags (Do Not Refer Yet)

- Income < $200K
- No tax burden concern
- Early-stage business volatility
- Resistance to long-term commitments

Simple Transition Line

“There are some advanced strategies designed specifically for business owners in your position—would you be open to exploring what that could look like?”

Specialist Handoff Info

Provide:

- Income estimate (2 years)
- Entity type
- Number of employees
- Owner age(s)
- Current contributions

Advisor Follow-Up

After intro call:

- “What stood out to you?”
- “Does this align with your goals?”
- Help guide decision

One-Line Hook

“If you could legally redirect a significant portion of your tax bill into something that builds long-term income—would you want to see how that works?”