

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”

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?
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Green Lights (Move Forward)

- High and stable income
 - High tax burden
 - Motivated to reduce taxes
 - Has excess cash
 - Values long-term planning
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Yellow Flags (Proceed Carefully)

- Unstable income
 - Low profitability
 - Not maxing basic strategies
 - Cash flow constraints
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Red Flags (Do Not Refer Yet)

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

After intro call:

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

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