



PREPARED FOR
Attorneys, CPAs & Trusted Advisors

COI Referral *Guide*

Everything you need to make the introduction with confidence.

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When success creates complexity.



01 - OVERVIEW

For families whose success has created *complexity they never intended to manage.*

Most families with meaningful wealth already have a CPA they trust and an attorney they rely on. The challenge is rarely the quality of any individual advisor. It's the fact that no single person is responsible for seeing the entire picture and coordinating across it.

WHAT WE DO

- Manage investments directly
- Coordinate across CPA, attorneys & advisors
- Identify and close financial blind spots
- Simplify decisions at key life moments
- Ensure the plan holds as complexity grows

WHAT WE ARE NOT

- A replacement for your CPA
- A replacement for the attorney
- Trying to control the relationship
- Adding complexity, not removing it
- Another siloed professional

*“We make your work easier to implement, not harder.
When we’re involved, you don’t lose visibility. You gain it.”*

THE ONE SENTENCE

ProffittGoodson quarterbacks complex family wealth and coordinates finances directly so nothing important gets missed.



When to Make the Introduction

02 - TRIGGER SITUATIONS

We're most helpful when a situation has *outgrown a fragmented approach.*

If any of these describe a client's current situation, a conversation with ProffittGoodson is worth the call.

01 Business Sale or Liquidity Event

Proceeds are landing and the estate plan hasn't been reviewed in years. Investment strategy, tax planning, and estate structure need to be connected before decisions are made in isolation.

03 Complex or Multi-Entity Estate Structure

Trusts, LLCs, or multiple ownership structures requiring coordination across legal, tax, and investment decisions. The more entities, the higher the cost of misalignment.

05 Significant Life Event

Retirement, loss, or major family transition. Wealth moves through these moments and they expose gaps that may have been building for years.

02 Multiple Accounts Across Institutions

Tax strategy, investments, and estate planning are happening in separate conversations. No one is looking at the full picture. The risk is not obvious until something goes wrong.

04 Generational Transition or Inheritance

A rising generation stepping into decisions they may not feel ready to carry. Coordination before the transition is far cheaper than after it.

06 Family Requesting a Second Opinion

A client doing well but with a nagging sense something might be getting missed. They want confidence, not more information. ProffittGoodson is the right next conversation.

At that point, coordination isn't optional. It's necessary.

We're always available to talk it through with you before you make any introduction.



03 - VERBAL REFERRAL SCRIPTS

These scripts are designed to be used verbatim or adapted naturally. The goal is simple: give your client a clear, confident reason to take the next step.

THE 10-SECOND VERSION

When to use: When introducing PG in passing, at a meeting, on the phone, or in a brief conversation.

“There’s a firm I work with called ProffittGoodson. They specialize in families where the financial complexity has grown beyond what any one advisor can manage alone. They coordinate everything so nothing important gets missed.”

THE 30-SECOND VERSION

When to use: When the client has expressed concern about coordination, complexity, or feeling like things are getting out of hand.

“I’d like to introduce you to a firm called ProffittGoodson. They work with families in your situation: meaningful wealth, multiple professionals involved, and a real concern that things might not be fully connected. Their role isn’t to replace your existing advisors. They serve as the central coordinator, managing investments directly and making sure the decisions across your CPA, attorney, and advisors are all working together. When I’m in situations like yours, I always think of them.”

THE REASSURANCE VERSION

When to use: When a client is hesitant because they don’t want to feel like they’re replacing anyone.

“This isn’t about replacing any existing relationship, including ours. ProffittGoodson’s role is to make our work easier to implement, not harder. They stay in communication, align decisions, and help make sure what we’ve put in place holds together as things get more complex. If anything, having them involved helps protect the work we’ve already done.”

Note: ProffittGoodson is always available for a brief call with you before you make any introduction.



04 - THREE SCENARIOS

Copy, customize, and send. Replace bracketed fields with client-specific details. Each template is written to stand alone. No attachment required.

SCENARIO 1: GENERAL INTRODUCTION

SUBJ: Introduction to ProffittGoodson

[Client first name],

I wanted to introduce you to a firm I work closely with called ProffittGoodson. Given what we've been navigating lately, I think a conversation with them could be valuable.

They work with families in situations like yours: meaningful wealth, multiple professionals involved, and a real desire to make sure everything is connected and nothing important gets missed. Their role is to coordinate across your existing advisors and manage investments directly so decisions stay aligned instead of siloed.

I've copied [PG Contact] on this email. I'd encourage you to schedule a brief conversation. Most people find the first call valuable regardless of what they decide.

[Your name]

SCENARIO 2: BUSINESS OWNER APPROACHING A LIQUIDITY EVENT

SUBJ: Before the Close: One Introduction Worth Making

[Client first name],

As we start thinking through next steps around [the transaction], I'd like to bring in a firm I trust for situations exactly like this.

ProffittGoodson specializes in coordinating complex family wealth, particularly during liquidity events when tax strategy, estate structure, and investment decisions need to be connected immediately. They manage investments directly and serve as the central coordinator so nothing slips through.

Their involvement makes my work easier to implement and gives clients a clearer picture of the full situation in real time.

Are you open to a brief introduction call in the next two weeks?

[Your name]

SCENARIO 3: CLIENT EXPRESSING COORDINATION CONCERNS**SUBJ:** Following Up on Our Last Conversation

[Client first name],

I heard your concern about feeling like things aren't fully connected. and I want to take that seriously.

There's a firm I work with called ProffittGoodson whose entire role is to solve exactly that problem. They're not an additional advisor. They're the coordinating layer, making sure your CPA, attorney, and investment decisions are working together instead of in separate conversations.

A 30-minute call with them will either confirm things are more connected than you think, or surface a blind spot worth addressing. Either outcome is valuable.

Would you be open to an introduction?

[Your name]

05 - AFTER THE INTRODUCTION

What Happens After *a Referral Is Made*

Here's exactly what you and your client can expect. The process is designed to be frictionless and respectful of your existing relationship.

1

WITHIN 24 HOURS

ProffittGoodson responds to schedule a brief introductory call, to you first or directly to the client, whichever you prefer. No pitch. No pressure.

2

FIRST CONVERSATION (30 MIN)

The goal is to understand how things are currently structured: what the client owns, who's involved, and how decisions are being made. By the end, the client has a clearer sense of where things stand, regardless of next steps.

3

YOU STAY INFORMED

ProffittGoodson keeps you in the loop. Your relationship with the client is never at risk. When they're involved, you don't lose visibility. You gain it.

4

NO PRESSURE TO PROCEED

If the client decides it's not the right time, there is no follow-up pressure. ProffittGoodson views referral relationships as long-term.

5

IF THEY MOVE FORWARD

ProffittGoodson initiates a full picture review and begins coordinating with the client's existing CPA and attorney. Your work becomes easier to implement, not harder.

“Clarity is not a luxury. It's a discipline.”

ProffittGoodson · Confidential