

Internal Memo: Become the Continuity Partner at Wealth Transitions

To: InVestra Leadership

From: Strategy

Date: October 6, 2026

Subject: A relationship-led way to reach preferred clients without advertising or social media

Recommendation

Build a small, repeatable **Transition Desk** that helps people and their existing professional advisers coordinate the financial decisions surrounding a major change in wealth or life circumstances. Begin with one transition where InVestra's planning capabilities are relevant—such as a business sale or succession—and earn a role in the adviser workflow before expanding.

This is not a new event, referral campaign, or generic offer to review someone's portfolio. It is a way to become useful at a moment when the client's financial decisions are interdependent, time-sensitive, and often divided among professionals who do not own the whole picture.

Why this fits InVestra

InVestra publicly describes work across financial, retirement, estate, asset, risk, and women's wealth planning. Its published discussion of after-tax outcomes for investors with portfolios above \$2 million emphasizes coordination among investment, tax, and estate considerations. Those are relevant foundations for a continuity role: helping clients see how decisions connect, while each specialist retains responsibility for their own advice.

The firm's preferred-client profile, service minimums, capacity, and permitted referral arrangements should be confirmed internally before choosing the pilot segment. The \$2 million figure is a theme in a published article, not confirmation of an eligibility threshold or a universal ideal-client rule.

The operating idea: enter the decision sequence

A major transition creates a sequence of decisions, not one isolated investment question. A business owner considering a sale, for example, may need to coordinate transaction timing, liquidity, taxes, estate intentions, retirement goals, and the people advising on each. The client's attorney, CPA, transaction adviser, and wealth adviser may each see only part of that sequence.

InVestra can offer a **Transition Map**: a client-directed working session and concise map of upcoming financial decisions, key timing dependencies, unanswered questions, and which existing professional is best placed to address each. It is not legal or tax advice, a transaction valuation, a promised outcome, or a substitute for any adviser. Its purpose is to help the client and their chosen professionals coordinate.

The Transition Desk is the capability behind that map: a named, senior point of contact, a consistent intake and meeting process, and a disciplined follow-through. The durable advantage is not the paper tool; it is being trusted to convene the right conversations at the right time without trying to own every relationship.

How clients encounter it

Start with a small circle of professionals who already encounter the chosen transition early: for a business-sale pilot, this may include M&A attorneys, CPAs, transaction advisers, and business succession specialists. Do

not begin by asking them to distribute a marketing piece or send a quota of leads. Ask where clients experience coordination gaps, what timing would make outside planning useful, and what safeguards would make an introduction comfortable.

Agree on a simple, client-first handoff. The professional may offer the client an optional introduction to InVestra when appropriate. InVestra explains its role and limits directly to the client, obtains permission before contacting other advisers, and keeps the referring professional informed only as the client authorizes. The client remains free to decline or continue with existing providers.

A second route, considered only after the first pilot is operational, is confidential planning access through employers or executive groups around retirement, equity compensation, or leadership transitions. This route needs separate review of privacy, conflicts, capacity, and compensation before testing.

Pilot: 90 days, one transition, a few partners

Weeks 1–2: Confirm fit and guardrails. Leadership selects one transition segment and geography; confirms client-fit criteria, capacity, services, compliance requirements, referral practices, privacy language, and who owns the Transition Desk. Interview a handful of professionals already serving that segment. These are discovery conversations, not a solicitation campaign.

Weeks 3–4: Design the minimum useful process. Create a one-page Transition Map, an introduction script, intake questions, consent and information-sharing steps, and a written boundary between InVestra’s planning role and legal, tax, or transaction advice. Have compliance review all materials and the proposed process before client use.

Weeks 5–12: Test with willing partners and real situations. Offer the process only when a professional or client sees a genuine need. Run a small number of client-authorized sessions; review each handoff for clarity, usefulness, workload, and any boundary concerns. Refine the process from observed cases rather than building a large program in advance.

What to measure

Judge the pilot on relationship quality and client usefulness, not reach or attendance:

- Number of professionals who agree to test the process and later choose to use it again.
- Timing and source of introductions, including whether InVestra enters early enough to be useful.
- Client-reported clarity about decisions, dependencies, and who is handling each question.
- Number of appropriate follow-up planning conversations and engagements, tracked against InVestra’s internally confirmed fit criteria.
- Partner feedback on whether the process strengthened or disrupted their client relationship.
- Staff time, capacity, compliance exceptions, and any client confusion about who provides which advice.

Do not set a success target until leadership confirms baseline conversion, available capacity, and the economics of serving the selected segment. A pilot should be paused if it creates pressure to give advice outside scope, share information without client permission, or compromise a partner’s trust.

Decision requested

Authorize a short discovery-and-design phase—not a broad launch—to select the first transition, identify the internal owner, and test the protocol with a small group of trusted professionals. Return to leadership with

the segment choice, compliance-approved client journey, resource estimate, and measurable go/no-go criteria before expanding.

Bottom line

The strategic question is not simply how InVestra can get in front of wealthy prospects. It is: **At what consequential moment do a client's trusted professionals need a capable coordinator—and can InVestra reliably become that person?** If the firm earns that place through useful work, introductions can emerge from trust and repeated professional practice rather than advertising or social media.