



## **PFR Advisors – Simplified Service Explanation**

### **What Does PFR Advisors Do?**

PFR Advisors helps people and businesses make smart decisions with their money. If you're a business owner, executive, or just someone who wants to feel more secure about your finances, they make things simple and safe for you.

### **How Their Services Work (Step-by-Step):**

#### **1. You Tell Them About Your Goals**

- You share what you want: maybe saving for retirement, protecting your family, or planning for your business's future.

#### **2. They Listen and Learn**

- The team asks questions to understand what you need and what worries you have about money.

#### **3. They Build a Plan**

- Using their experience, they create a custom plan. This could include:
  - Setting up retirement plans (like 401(k)s)
  - Choosing the right life or disability insurance
  - Planning for taxes or your estate
  - Helping your business with financial strategies

#### **4. They Guide You Every Step**

- They explain everything in plain language and handle the paperwork.
- They check in regularly to make sure your plan still fits your life.

### **Example:**

If you're a business owner who wants to help your employees save for retirement and also protect your family, you'd tell PFR Advisors about your goals. They'd set up a retirement plan for your company and help you pick the right life insurance. You get a clear plan and peace of mind.

### **What You Provide (Input):**



- Your goals (like saving for retirement, protecting your family, or growing your business)
- Basic info about your finances and any current plans

**What You Get (Output):**

- A step-by-step plan for your money
- Help setting up retirement and insurance plans
- Ongoing advice so you always know what's happening with your finances

**Sales Pitch (Plain Language)**

PFR Advisors makes money stuff easy. They help you save for the future, protect what matters, and make smart choices with your business or personal finances. You just share your goals-they handle the rest, so you can relax and feel secure.

**Alex Hormozi Value-Added Pitch**

Why juggle money worries on your own when you can have a team with 75 years of experience make it simple? PFR Advisors gives you a custom plan for retirement, insurance, and business growth-all handled for you. You get expert advice, less stress, and more time to focus on what you love. Let them show you how easy financial planning can be.

**Donald Miller One-Liner**

Most business owners and professionals worry about making the right financial choices. We created PFR Advisors to build easy, custom financial plans that take away the stress-so you can feel confident and secure about your future.

**Summary:**

PFR Advisors helps you make smart money decisions, handles the hard stuff, and keeps your future secure. Just tell them your goals-they'll do the rest