

Financial Advisors / Wealth Managers

Subject: Something I think your business owner clients will want to know about

Hi [First Name],

I've been working with a group called Sanguine Preventative Health, and I keep thinking about a handful of your clients when I hear what they do.

In short: it's a compliant, IRS-based program that reduces payroll tax for employers and adds health and life insurance benefits for employees - at no net cost to the business. Most of my clients' first reaction is "that sounds too good to be true," but the compliance story is solid and it's built on tax code that's been around for decades.

Given the business owners you work with, I thought it was worth a quick conversation. I'd love to introduce you to Mike and Jesse at Sanguine so they can walk you through it directly - 20 minutes is all it takes to decide if it's worth exploring for your clients.

Would you be open to a quick call?

[Your Name]

Attach: Program Overview one-pager