

Advisor Referral Program — Overview

Purpose & Value Proposition

The Advisor Referral Program enables professional advisors (operators, investors, intermediaries, and trusted connectors) to introduce Goldmont Consulting when a team needs practical, fast, and accountable support to **derisk M&A and accelerate value delivery**. The program focuses on clear deliverables and decision-ready artifacts rather than slide noise or general strategy work.

This program is ideal when a referral can help leadership align quickly and move forward with confidence. Confidential information should *not* be shared until an NDA is in place.

Who Should Refer

Advisors eligible for the program include those introducing Goldmont in a **professional capacity**, subject to the referring firm's policies:

- Corporate development and business unit leaders
- Private equity operating teams and portfolio leadership
- Deal teams needing diligence + integration planning
- Investors and intermediaries trusted by their networks

Valid referrals involve first-time introductions that lead to qualified opportunities and signed engagements.

Best-Fit Referral Moments

The program is most impactful when the decision is **time-bound** and the plan must survive interaction with operators. Typical scenarios include:

- **Early diligence** — pressure-test thesis; surface risks; shape a realistic Day-1/Day-100 plan
- **Pre-close** — operating model and synergy planning tied to financial modeling
- **Post-close** — stand up execution governance and integration workstreams
- **Separation / Carve-out** — de-risk separation and sustain business continuity

What Goldmont Delivers

Referrals unlock access to **modular, referral-ready services** that can be used individually or bundled:

1. Commercial Due Diligence

Assess market landscape, growth drivers, customer/competitor dynamics, and risks to validate the investment thesis.

2. Technology Due Diligence

Clarify technical risk with architecture, scalability, reliability, and integration constraints.

3. Operating Model & Synergy Plan

Translate synergy targets into executable plans with owners, milestones, and measurable outcomes.

4. Post-Merger Integration (Day-1 / Day-30 / Day-100)

Support rapid alignment with readiness plans, stabilization priorities, and execution roadmaps.

5. Separation & Carve-Out Readiness

Provide separation scoping, TSA considerations, and cutover governance guidance.

A **fixed-fee sprint** option is available for advisors who want to keep scope small with clear decision gates.

How the Process Works

The engagement follows a **simple 3-step path**:

1. **Frame the outcome** – Advisors share high-level context, constraints, and decision date (no confidential docs).
2. **Confirm scope** – Goldmont proposes the smallest useful engagement with clear deliverables and gates.
3. **Ship artifacts** – Short cycles with visible drafts, owners, and metrics ready for leadership.

Goldmont typically responds within **1–2 business days**; hard deadlines can be flagged in the referral form.

Recognition & Compliance Options

Recognition for referrals is transparent and policy-friendly:

- **Option A:** Fixed referral fee after first paid invoice (placeholder amounts TBD).
- **Option B:** Percentage of first engagement fee, capped.
- **Option C:** Compliance-friendly alternatives such as charitable donation or client credit.

Terms depend on qualified referrals resulting in signed engagements and adherence to conflicts/disclosures guidelines.

FAQ Highlights

- **Can confidential info be shared?**
Goldmont operates under NDA and aligns with data-handling needs. High-level context is sufficient to start.
 - **Do corporate buyers & PE teams qualify?**
Yes — referrals from both corporate development and private equity operating teams are accepted.
 - **Can multiple contacts at one firm be referred?**
Yes — include each in the referral or submit multiple referrals.
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Partner Enablement Tools

Goldmont provides assets to support clean intros without oversharing:

- **Executive Value Brief** — Overview of approach/outcomes
- **One-Pager** — Short referral-ready summary
- **Fit Checklist** — When to bring Goldmont in
- **30-Day Snapshot** — First-month engagement expectations

- **Intro Talking Points & Email Template** — Ready to use communications
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How to Submit a Referral

Advisors complete a short form capturing:

- Name, email, and firm
 - Referral contact info
 - Deal stage and topic
 - NDA status and high-level notes
 - Confirmation of non-confidential info
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Goldmont Consulting

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