

# One Magic Link. An entire diligence intake.

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How we evaluate a CPA, tax or bookkeeping practice once you bring it to us — and exactly what your seller will experience along the way.

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## SELLER TIME

~30 minutes

Replaces a chain of four-to-six intro calls with one structured intake.

## BROKER TIME

Zero re-asks

The intake captures what we need to evaluate. We don't loop back to you for the next ten questions.

## IOI WINDOW

5 biz days

From complete intake to a written, non-binding IOI — or a clean pass.

# The Process, End-to-End

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## Introduction

A broker shares a CIM or blinded profile with Patrick at Vertis Holdings. Existing broker NDA respected; we never go around the broker.

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## NDA

We sign your NDA on the spot. Seller identity stays blinded internally and externally until both sides choose to proceed.

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## Magic Link to the seller

Once the seller is ready to engage, they receive one email with a single click-through link — no password, no portal account to create. The link opens a Vertis-branded landing page that replaces a chain of intro calls with a structured intake.

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## Structured intake & system connect

Six short modules covering owner intent, client acquisition, book composition, service delivery, staffing and infrastructure — most multiple-choice and sliders. The seller can optionally connect QuickBooks, Google Workspace, Google Business Profile and their payment processor via standard OAuth so we see the live numbers, not just the CIM summary.

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## Thesis fit & valuation

We score the practice against our acquisition thesis (individual-vs-business mix, F2F-dependence, growth signal) and run it through our internal valuation model. No outside committees.



## Indication of interest

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A written, non-binding IOI within five business days of a complete intake. Our IOI range is grounded in the CIM and the connected data — we will not bid high to win access and then re-trade.

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### **Diligence**

Because the structured intake and connected systems are already in place, diligence is operational confirmation, not a marathon Q&A. Quality-of-earnings and operational review on a defined timeline.

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### **LOI & close**

Funded close. Fair structure. Owner transition designed around the seller — stay-on, consulting, or clean handoff all workable. The same systems the seller connected at intake stay connected through close, so the operating handover has zero data gap.

# What Your Seller Experiences

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The Magic Link is the same onboarding pattern Vertis uses with its operating clients — adapted for diligence. Your seller's first impression of Vertis is that we already know how to run a modern practice.

## **One click**

No password. No portal account. The Magic Link opens directly into the Vertis intake.

## **One light NDA**

A click-through NDA unlocks the intake. (Broker-mediated firms have already signed the broker NDA — this layer is Vertis-side.)

## **Six modules, ~30 minutes**

Owner & transition intent · client acquisition · client book · service delivery · staffing · office & infrastructure. Mostly multiple choice and sliders.

## **Optional OAuth connections**

QuickBooks Online · Google Workspace or Microsoft 365 · Google Business Profile · payment processor · practice-management software (where supported). Each connection is opt-in and revocable by the seller at any time.

## **Document upload zone**

Drag-and-drop tax practice summary, lease, prior P&Ls — anything the seller wants us to see that isn't connected by OAuth.

## **Five business days**

We respond with an IOI or a clear pass within five business days of a completed intake. No silence.

## What We Access (and What We Don't)

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Older practice owners are reasonably cautious about OAuth. Share this section with them — the connections are scoped, scoped tightly, and revocable.

### EMAIL & CALENDAR

We see metadata: sender domains, monthly volume, calendar density. We never read message bodies.

### QUICKBOOKS

We pull P&L, balance sheet, AR/AP roll-ups and owner-comp normalization data. We do not pull individual client transaction detail.

### GOOGLE BUSINESS PROFILE

Public review counts, ratings, call volume and direction requests — already a public surface.

### STORAGE & ENCRYPTION

Data is encrypted at rest with AES-256 inside the Vertis operating platform. Access is logged per seller and auditable.

### REVOCACTION

The seller can revoke any OAuth connection at any time from their Google/QuickBooks/Microsoft account — Vertis cannot re-grant it without a fresh click from the seller.

# What You Get as the Broker

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## Single point of contact

You work with Patrick Jeffries directly. Not a deal-team rotation; not a junior analyst.

## Fast feedback

Yes or not-for-us within five business days of a complete intake. We will not sit on your inventory.

## No re-trading

Our IOI range is grounded in the CIM and the connected data. We do not bid high to win access and grind the seller down later.

## Your client, your fee

Brokers keep the client relationship and the fee. We work the deal through you, not around you.

## Funded

Committed acquisition capital with proof of funds available under NDA. No "subject to financing" surprises at LOI.

## ALSO AVAILABLE

# The Same Magic Link, for Your Own Listings

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We built the Magic Link and our financial cleansing pipeline for our own buy-side. Brokers we work with can also use the seller-facing intake to produce a normalized financial pack — a 3-year P&L, an SDE bridge with every add-back line-itemized, owner-comp normalization and a comparable multiple band — in under 24 hours per listing.

It is the same labor we already do on our own deals. We offer it to brokers in our network because the marginal cost to us is small and it saves a broker a weekend of SDE work per listing. If that is interesting, tell Patrick.

## Bring Us a Deal

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Email Patrick a blinded profile — location, revenue, service mix, asking. He responds within two business days. Every conversation is confidential.

### ACQUISITIONS

Patrick Jeffries

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See also: [what we acquire](#) · [confidentiality commitment](#)