

RISK CHALLENGE

BRIDGING THE GAP

Typical Professional
Advisor

Approach

Hates risk
Paralyzed by risk

Gap and Disconnection Between
Typical Advisor and Typical
Entrepreneur

Typical Entrepreneur/
Business Owner

Approach

Embraces risk
Views risk as gateway for
opportunity

Low Demand

No Risk

Risk Spectrum

High Demand

High Risk



**MIKE
MERCURIO**

My Approach to Bridge:

Marrying my 20+ years of practical understanding of business to specific clients' risk tolerance profiles in order to educate and empower clients to make informed decisions

For questions or more information, please call Michael N. Mercurio at 301.575.0332.

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