AUTHORITY ASSET 04 · ADVISORY ACCESS · ADVISORY RESERVE

# Access is the product.

*Advisory Reserve is not a new service. It is a structured access model over the existing KULIC Advisory portfolio: budget is deposited once and redeemed against the portfolio — from Value Snapshot™ through Decision Pack™ — at the list prices valid at purchase. The balance includes defined bonus credit. Access is prioritized. Nothing else about the portfolio changes.*

## Why buyers use it — three seats, one logic

**CFO / budget owner.** Available budget can be committed today and drawn when the need is real — with today's list prices locked for the redemption window. One approved reserve replaces repeated single approvals per engagement: draw-down instead of re-procurement.

**CPO / operations owner.** Advisory is a capacity business. The moment execution stalls is exactly the moment senior capacity is scarce. A reserve secures prioritized scheduling before that moment, instead of joining the queue in it.

**Transformation / PMO lead.** Transformation uncertainty makes advisory moments hard to plan. A reserve turns unplannable advisory needs into a pre-approved route — decisions recur across the next 12 months; the access model absorbs the timing risk.

## The four mechanics

1. **Capacity** — prioritized access to senior capacity; reserve draw-downs of the four direct diagnostic services also open extended scheduling windows outside standard working hours — more time and stronger privileges than standard access. Higher reserve levels with priority scheduling and guaranteed capacity exist and are available by qualification.
2. **Terms lock** — redemption at the list prices valid at purchase; later price adjustments do not affect an active reserve.
3. **Bonus credit** — additional credit on top of the deposit. More advisory, never a lower list price. The public price architecture stays untouched.
4. **Fair residual-value rule** — no total-forfeiture model: unused balance follows a defined residual-value rule. Key-person risk is handled contractually, not argued away.

## The boundaries are part of the offer

No outcome guarantee — Advisory Reserve buys access, not results. Not an investment, not a financial product, not a discount. Every agreement runs via contract and invoice after a fit check — there is no checkout. Entry tier: **Access, from €7,500 deposit, 12-month redemption window.**

## Fit — in one test

It fits when decisions recur across the next four quarters, several advisory needs are likely, and a warm relationship or completed diagnosis already exists. It does not fit for one isolated question (buy the single diagnostic instead), unclear budget, or the expectation of guaranteed savings — no such guarantee exists.

## One next step

Use the fit check to establish whether Advisory Reserve carries your next four quarters — or whether a single diagnostic is the more honest route: `kulicadvisory.com/advisory-reserve/`

**Discussion prompt:** Which advisory moments in the next four quarters are predictable enough to reserve — and which are not?