

Give your clients the work your firm doesn't do.

Your clients need more than the return filed or the entity formed. They need a plan, public funding, approvals, and growth. Full Value Potential delivers that work in partnership with you, so your client gets further and your firm gets credit for the introduction.

The opening. A developer client needs public funding and approvals. A nonprofit client needs grants and stronger operations. A company client needs to sell into a regulated, government-shaped market. That work falls outside tax, audit, and legal, so it usually goes undone, or walks to someone else. We are the partner you bring in instead.

What we do

Full Value Potential is a strategic development practice in New York, in alliance with the government affairs firm Urban Strategies. We help organizations whose growth depends on government pursue public funding, work through approvals, and grow. Sam Friedman leads the work with a bench: grant production, land use counsel, civil and wetlands engineering, public affairs, and sector specialists across energy, real estate, transportation, telecom, AI, cybersecurity, and defense.

How partnership works

- **Refer.** Send us the client. We deliver. You earn a referral fee.
- **Co-deliver.** We work alongside your team under a shared engagement, and your client sees one coordinated effort.
- **No competition for your core.** We don't do tax, audit, or legal work. We make your client relationship stickier, not lighter.

What your clients can get through you

- **Funding & Growth Readiness Audit, \$5,000.** A written map of the public funding and approvals a project is positioned for, plus the highest-return next move. Two weeks.
- **Public Funding Roadmap, \$10,000.** A prioritized funding and approvals plan for one project, sequenced, with milestones.
- **Grant or Proposal Sprint, \$10,000.** One application written end to end, built to the program's criteria.
- **Strategic Development Retainer, custom.** Ongoing strategy, development, and funding support on a weekly rhythm.

Let's talk. A 30-minute call to find one client where this fits.

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