



PROFECTUS FINANCIAL

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January 23, 2019

ATTN: CalCPA Nomination Committee Members

RE: Kelly Woo, CFP® Letter of Recommendation

To Whom It May Concern:

I am more than pleased at the opportunity to recommend Kelly Woo for “2019 Women to Watch Award.” It has nearly reached a decade since we have been working together as business partners and it has been quite the honor. She is highly self-motivated and well capable of achieving any goal she sets her mind to. Even within the last year, she has ceaselessly stretched herself to write articles for The Korea Times, financial blogs, and company newsletters in hopes to educate the greater public audience. Her passion is showcased in her writing as she is directly able to apply her learned knowledge and know that it impacts people around her.

For the individuals that she works and/or collaborates with, she motivates and encourages by being hands-on in her mentoring and coaching. She has a special heart for employees and clients that she serves. For the clients that we serve, she takes extra effort to build relationships and ensure that they feel valued through gatherings and ongoing activities that are both fun and educational. Her purpose behind the time that she invests is to familiarize herself with each client’s personality in order to better serve them. Her goal is to create a lifelong relationship based on genuine care from when they first become our client through all the various joys and pains that life brings, and onto their retirement. She works hard to ongoingly educate and polish herself through continuing CFP® education, partaking in 3-4 conferences yearly, and learning new investment vehicles so that she remains up-to-date in order that the best can be provided for her clients. With all the deliberation behind the efforts put in, you can appreciate how she builds herself towards excellence.

As her colleague, I am especially proud of her achievements and leadership. Kelly balances all facets of her life, fulfilling all responsibilities, from being a doting mother, loving wife, and as a businesswoman. In 2018, she went onto hosting a TV program, radio shows, presentations, and educational luncheons. On top of her professionalism, she has one of the choicest personalities I have had joy working with. Kelly manages to communicate her thoughts and opinions, even difficult ones, in a way that still contains all her care and compassion.

To end, I would like to say that I wholeheartedly recommend Kelly Woo for CalCPA's 2019 Women to Watch Award. This would be a step forward into greater recognition of the many unnoticed hours put in and further encouragement for her to continue in her leadership in the industry.

Aleksander Dyo
Princial & Co-Founder