

# Glossary & Terminology

## Glossary & Terminology

A unified reference for all terms used across WTP documents, landing page, partner communications, and internal processes.

### Core Business Terms

TERM	DEFINITION
WTP	UAE-based execution partner specializing in company formation, corporate banking, and compliance for international clients
Execution Partner	An on-the-ground operator who handles the full delivery cycle — from intent to outcome — on behalf of brokers and advisors
Partner / Broker	External advisor, wealth manager, family office, or immigration consultant who refers clients to WTP
Client	End beneficiary — the person or entity being relocated/structured in the UAE
Referral Model	Partner introduces client → WTP executes → partner receives commission
White-Label Model	WTP operates under the partner's brand — no direct client contact with WTP

### Process & Delivery

TERM	DEFINITION
Banking-First Model	WTP's core approach: start with bankability assessment before any corporate setup
Pre-Screen	Initial due diligence: KYC, AML, Source of Funds, risk classification
Banking Scenario	Recommended bank + account type + requirements, based on client profile
Intake Checklist	Structured KYC Light questionnaire completed before engagement
Risk Verdict	Classification result: GREEN (proceed), YELLOW (conditional), RED (decline)
Process Map	The 10-stage delivery workflow from entry to ongoing support
Delivery Package	Bundled set of services (Level 0–3) tailored to client needs
Retainer	Ongoing subscription-based support after initial delivery

### Risk & Compliance

TERM	DEFINITION
KYC	Know Your Customer — identity verification and due diligence
AML	Anti-Money Laundering — procedures to prevent illicit fund flows

TERM	DEFINITION
SOF / SOW	Source of Funds / Source of Wealth — documented origin of client's money
Red Flag	A warning indicator in the client profile requiring enhanced scrutiny
Red Flags Matrix	Systematic checklist of 8 risk categories used during pre-screen
Sanctions Screening	Verification against international sanctions lists (UN, EU, OFAC, UAE)
PEP	Politically Exposed Person — requires enhanced due diligence
UBO	Ultimate Beneficial Owner — the natural person who controls the entity
Substance	Proof that a UAE company has real operations (office, employees, transactions)
Nominee Structure	Use of third-party names to obscure true ownership — a red flag

## Products & Services

TERM	DEFINITION
Company Formation	Registration of a legal entity in the UAE (Mainland, Free Zone, or Offshore)
Free Zone	Special economic zone with 100% foreign ownership and tax benefits
Mainland	Standard UAE company registration under DED (Department of Economic Development)
Corporate Account	Business bank account for the company entity
Personal Account	Individual bank account for the client
Premium Banking	High-net-worth banking tier (Citi Gold, HSBC Premier, Emirates NBD Private)
Golden Visa	UAE 10-year residency visa for investors, entrepreneurs, and specialized talent
Emirates ID	UAE national identity card — required for all residents
Conveyancing	Legal process of transferring property ownership
Foundation	Asset protection structure (DIFC Foundation) for estate planning
Custody Account	Investment account for holding securities and assets

## Package Levels

LEVEL	NAME	SCOPE
L0	Advisory	Diagnostics, roadmap, feasibility assessment
L1	Entry	Visa + personal bank account + tax strategy
L2	Setup	Company + corporate account + real estate + family relocation
L3	Control	Accounting + employee visas + wealth management + custody

## Partner Terms

TERM	DEFINITION
<b>Partner Kit</b>	Branded package of materials for partner onboarding (one-pager, process, FAQ)
<b>Pilot Program</b>	Trial partnership period — typically 2–3 cases — before full commitment
<b>SLA</b>	Service Level Agreement — response times and delivery commitments
<b>Commission</b>	Partner fee for referred client, paid after successful delivery milestone
<b>Client Protection</b>	Guarantee that WTP will not bypass the referring partner
<b>CRM Tagging</b>	All partner-referred clients tagged in Bitrix24 CRM with partner ID

## Abbreviations

ABBR	FULL FORM
UAE	United Arab Emirates
DIFC	Dubai International Financial Centre
DED	Department of Economic Development
FZ	Free Zone
KYC	Know Your Customer
AML	Anti-Money Laundering
SOF	Source of Funds
SOW	Source of Wealth
PEP	Politically Exposed Person
UBO	Ultimate Beneficial Owner
SLA	Service Level Agreement
ICP	Ideal Client Profile
CRM	Customer Relationship Management
LTV	Lifetime Value
NDA	Non-Disclosure Agreement