**BUSINESS SOLUTIONS**

**Protect the business and its owners**

**•** Buy-sell and transfer strategies

**•** Key person protection (Life and disability)

**•** Key employee retention solutions

**•** Legacy and estate planning

**•** Personal life and disability insurance

**Complimentary Services**

Informal business valuation

Buy-sell review summary

**Informal business valuation (complimentary)**

* Confirms the value or sets expectation

**Business succession (complimentary)**

* Buy-sell and transfer strategies
  + **Buy-sell Review**

Primary focus of the Buy-sell review:

* Structure of the agreement
* The buy-sell triggers (mandatory and optional)
* How the parties determine the sale price
* The terms of the purchase transaction
* How the funding is structured

This report serves as a starting point for discussions with tax and legal advisors:

* To identify issues, or
* Confirm the agreement meets current objectives

Helps ensure agreement is current and funding is adequate

* + **Transfer strategies**

(to make sure that you exit your business the way you want)

Match up (Buy-sell) agreement, valuation and funding

(make sure financial needs are met by all pertinent triggers)

Business Succession - selling or transferring a business

**The opportunity:**

Existing buy-sell plans

New buy-sell plans

Single-owner businesses

**Key Person (Business) protection**

* Key person life and disability protection
* Overhead expense insurance

Protects the business when a key employee **dies.**

Provides death benefit protection and cash value liquidity that acts as a financial cushion to help owners:

* Recruit
* Hire
* Train

Protect the business against potential problems that may otherwise damage or destroy what has taken years to build.

**Key employee retention and retirement**

I help you put a plan in place to recruit, retain and reward your key employees (, and also to protect your business in the event of losing a key employee.)

Provide incentive for them to stay for the long term.

* Bonus plans
* Deferred compensation plans

(key employee benefits)

Increasing retention by providing competitive benefits to reward and retain key employees.

**Protect the owner’s lifestyle**

* Retirement and transition planning
* Income Protection
* Life insurance to protect your family

**Top sales opportunities**

Address these needs with clients:

* Key person protection
* Buy-sell funding
* Key employee benefits

Identify questions that will lead the prospect to the various opportunities (like getting someone to guess a card that you’re thinking).

***\*\*\* I will personally use a combination of a Buy-Sell/Valuation and Business Needs Analysis (checklist or Comprehensive Fact Finder) approach. \*\*\****

**NOTES**

**What is a Buy-Sell Agreement?**

“Buy-sell agreements are agreements (contracts) by and among the shareholders (or equity partners of whatever legal entity) of a business and perhaps the business itself. They establish the mechanism for the purchase of equity interests following the death (or other adverse or significant change) of one of the owners.”

**What is a Buy-Sell Review?**

It’s another way to open a case with a business owner.

You’re talking with business owners about a key issue for many of them.

We generate a customized report based on the information provided to us. The report includes:

* **Highlights of the existing buy-sell agreement.**
* **Recommendations based on business needs.**
* **A summary of the current funding and options to help meet business needs.**

We believe that adequate funding of the buy-sell agreement is the key to its success.

This report serves as a starting point for discussions with tax and legal advisors:

* To identify issues, or
* Confirm the agreement meets current objectives

**Primary Focus of the Buy-Sell Review**

* Structure of the agreement
* The buy-sell triggers (mandatory and optional)
* How the parties determine the sale price
* The terms of the purchase transaction
* How the funding is structured

**What’s needed to get a proposal:**

**Informal Business Valuation**

* Completed Business Planning Services Fact Finder (Word Doc)
* 3 most recent years financials (Income Statement/Balance Sheets or Business Tax Returns)
* Information on any existing insurance funding agreement (present funding)

**Buy-Sell Review**

* Completed Business Planning Services Fact Finder (Word Doc)
* Business Continuation Plan Document with amendments (the company’s agreement)
* Information on any existing insurance funding agreement (present funding)
* 15 business day turnaround

The state of California has recently [mandated](https://www.treasurer.ca.gov/scib/) that all businesses with over five employees offer a retirement plan.