



BUSINESS OWNERS

Having a plan in place helps ensure that the business continues forward.

KEY STRATEGIES FOR ADDRESSING THE CONCERNS OF YOUR BUSINESS OWNER CLIENTS

A SUMMARY GUIDE TO MEETING THE BUSINESS NEEDS

STRATEGY	BUSINESS OWNER CONCERNS
KEY PERSON COVERAGE	<ul style="list-style-type: none"> • Leaving business debts the family has to pay • Revenue loss in the event of the death of a key employee • Having capital to recruit and train a replacement
162 EXECUTIVE BONUS PLAN	<ul style="list-style-type: none"> • Attracting new talent • Retaining key talent • Providing benefits with tax-deductible dollars
SERP NON-QUALIFIED DEFERRED COMPENSATION	<ul style="list-style-type: none"> • Losing key talent to competitors • Providing an attractive retirement benefit for my key employees that will encourage them to remain employed with my business until retirement
SPLIT-DOLLAR PLAN	<ul style="list-style-type: none"> • Providing cost-efficient fringe benefits • Utilizing strategies that have minimal impact to my balance sheet • Designing custom plans for selected employees • Providing an attractive retirement benefit for my key employees that will encourage them remain employed with my business until retirement
BUY-SELL AGREEMENT	<ul style="list-style-type: none"> • Being able to efficiently transfer my business interest • Protecting my family's income in the event of my death • Receiving a fair price for my business interest • Assuring business continuity

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