

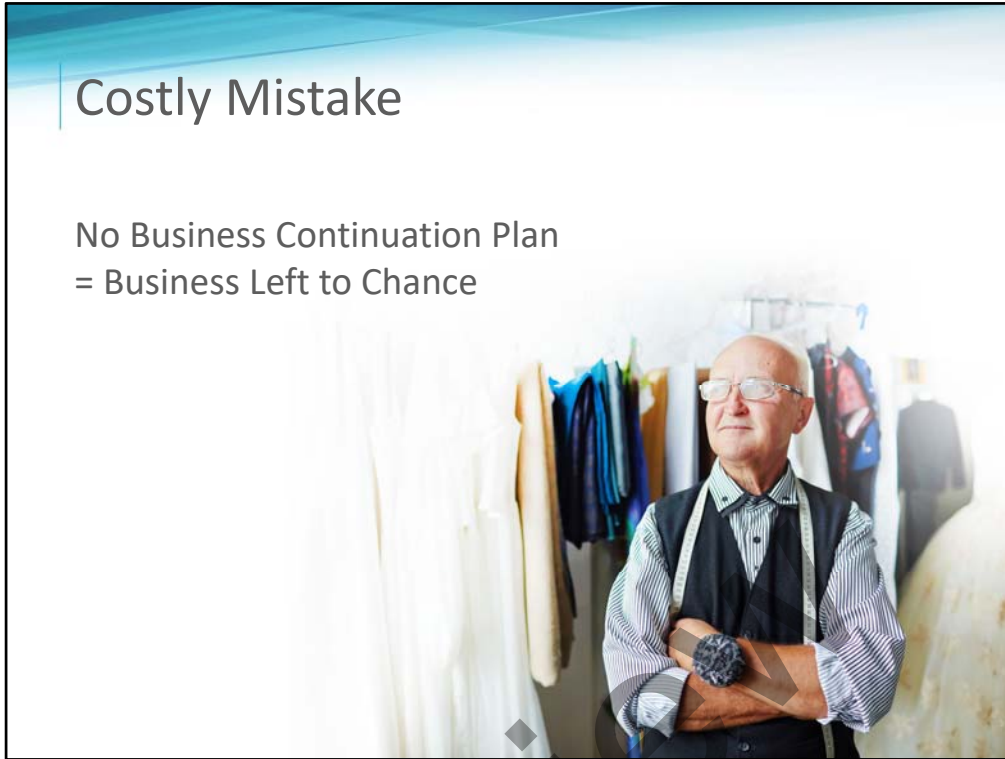


Good <MORNING, AFTERNOON, EVENING> everyone. I'm <NAME> from <FIRM NAME>. I'm glad you are taking time today to meet with me to address your financial future. This short presentation focuses on how business continuation planning could help preserve your business by providing a smooth transition of ownership and control.

[V19N1]

## Costly Mistake

No Business Continuation Plan  
= Business Left to Chance



Family-owned businesses are the backbone of the American economy. Yet many small-business owners make a costly mistake: They have no business continuation plan. This leaves the future of their businesses to chance.

## You've Worked Hard to Build a Successful Business

Would your business continue  
if you die or become disabled?

Will your business survive  
your retirement?



You've worked hard to build a successful business. Have you worked as hard to help your business continue should you die or become disabled? Will your business survive your retirement?

The fact is clear that continuation planning is one of the most important ingredients for a successful family business.

## How Is Your Business Doing?

- Do you have a formal plan?
- Have you selected a successor?
- Do you know your business's value?
- Do you have a buy-sell agreement?
- If so, have you funded it?



How is your business doing in its continuation planning? Here are some questions to consider.

<CLICK> *Do you have a formal plan for continuing your business?* If you do, is your plan located where someone else could find it if you were to die unexpectedly?

<CLICK> *Have you selected a successor to take over your business?* Is that successor named in your written business continuation plan?

<CLICK> *Do you know the value of your business?* Just to be clear, I'm talking about a professional valuation here, not your personal estimate.

<CLICK> *Do you have a buy-sell agreement in place?*

And finally, if you do have a buy-sell agreement in place:

<CLICK> *Have you set up a mechanism to fund it?*



# 1. Business Valuation

## How much is your business worth?

- Cost approach
- Income approach
- Market approach



First, let's look at business valuation.

Most planning opportunities involve knowing what your business is worth.

Whether we're talking about selling the business outright and investing the proceeds, using a buy-sell agreement, or transferring ownership to family members, knowing what your business is worth is critical to developing a successful plan.

For a more precise valuation, you will need to consult your accountant or a professional business appraiser. But for a rough estimate, you might use one of these three general approaches: the cost approach, the income approach, or the market approach.