

Business solutions

Simplified planning to help secure your family business

Running a successful business takes time, strategy and hard work. You may find yourself designing or manufacturing products, working with vendors, helping customers or managing employees. No matter what kind of business you run, you have a remarkable capacity for strategy — planning years into the future despite many variables.

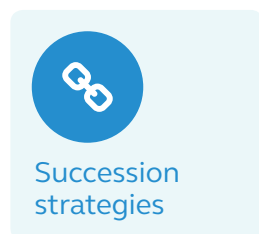
Many family business owners simply don't plan for their personal financial future or for the next generation's ownership. Some have kids ready to take over, so they assume the transition will take care of itself. Others simply avoid thinking about the day when they're no longer in control of the family business they've diligently nurtured. Still, others hesitate to jump into an arena they know little about.

You've put in long hours building your business, and your legacy, so that you can pass it on intact. Because no one knows what tomorrow will bring, now is the time to plan for that transition. Thankfully, you have options. And we'll help you through some simple steps to create a strategy that can help you and your family:

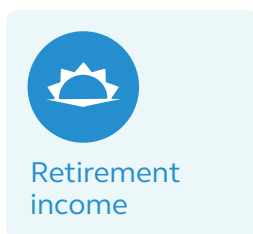
- Live your best life
- Protect the legacy you've worked hard to build
- Keep peace in the family
- Ensure the future success of your business

Three key areas for planning

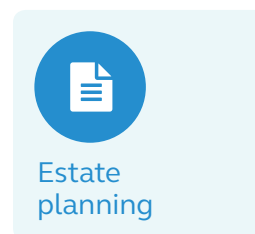
Planning to pass down your business, lifestyle and legacy to the next generation may seem complicated, with delicate decisions to make. But over the years, you've held many roles in your business. It's now time to add succession planner to the list. Take a look at these three planning categories designed to help you and your family work together to realize long-term planning goals.



- Buy-sell arrangements
- Succession plan funding
- Key person protection & retention
- Discounting techniques



- Retirement analysis
- Supplemental income
- Chronic illness protection



- Wills & trusts
- Inheritance equalization
- Estate taxes
- Gifting techniques



Succession strategies

Some transitions can be anticipated, like a planned retirement. Other events are less predictable, such as an untimely death or disability. Being prepared for both with a formal succession plan increases the next generation's chance of success.

Topics to discuss with your team of advisors:

- How will I transfer my business to the next generation?
- Who will own and control my business?
- How do I minimize transfer taxes?

Steps you can take

- 1 | Talk openly with family and business partners about the future of the business
- 2 | Determine value
- 3 | Select the type of buy-sell agreement
- 4 | Plan for the expenses of the transition
- 5 | Document your agreement

“Among business owners with a succession strategy, the most popular plan is to leave the business to family.¹”

¹ 2017 Principal Business Owner Market Study by the Harris Poll Panel using 1,009 online interviews from from Jan. 12 through Jan. 28, 2017.



Retirement income

We get it. Retirement could mean slowing down, not walking away. You'll still be involved, but with a different role. The next generation will be doing more, and earning more from the business. Planning ahead can help you buy back your time, and do those things you've likely put off while you were tied to the day-to-day (like that vacation you've promised yourself).

Topics to discuss with your team of advisors:

- What retirement income resources will I have and how will they fit my needs?
- What is the tax impact to my retirement income from each resource?
- Will my resources meet my retirement income goal?

Steps you can take

- 1 | Discuss expectations with family and business partners
- 2 | Determine when your role will change.
- 3 | Calculate your retirement income needs
- 4 | Create a plan to close any retirement income gaps

“Without proper planning, unexpected health care or nursing home expenses could be devastating to both your retirement and the continued success of the operation.”



Legacy and estate planning

Deciding where your assets go when you are gone is a tough, and important, decision to make. You're the only one who can decide what is fair. But doing it now allows you to gather input, explain decisions, equalize your estate and leave a plan that is easy to execute without unnecessary tax burdens.

Topics to discuss with your team of advisors:

- How do I protect my assets while I'm alive?
- Do I use a gift, bequest or discount to reward my successor's efforts?
- How can I be fair to my other heirs?

Steps you can take

- 1 | Talk openly with family and business partners about your intent for the business
- 2 | Document your plan
- 3 | Communicate with executors of your estate
- 4 | Regularly revisit and update your plan

“Twenty-two percent of family business participants have not completed any planning other than writing a will. And only 50 percent have an exit plan.”

When you're ready, we're here to help

The importance of planning ahead can't be overstated. We understand that what you do on a day-to-day basis isn't just a job, it's a way of life. If you're like most business owners, you have built a legacy you'd like to see carried on for generations. As you prepare your plan, we'll be here to walk you and your family through each step, helping with open communication about tough topics. Soon, you'll look ahead with confidence while you enjoy the everyday.

Start by requesting a Family Business Solutions Planning Report from your financial professional today.





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