



Strategies to help identify, prioritize and define goals for business

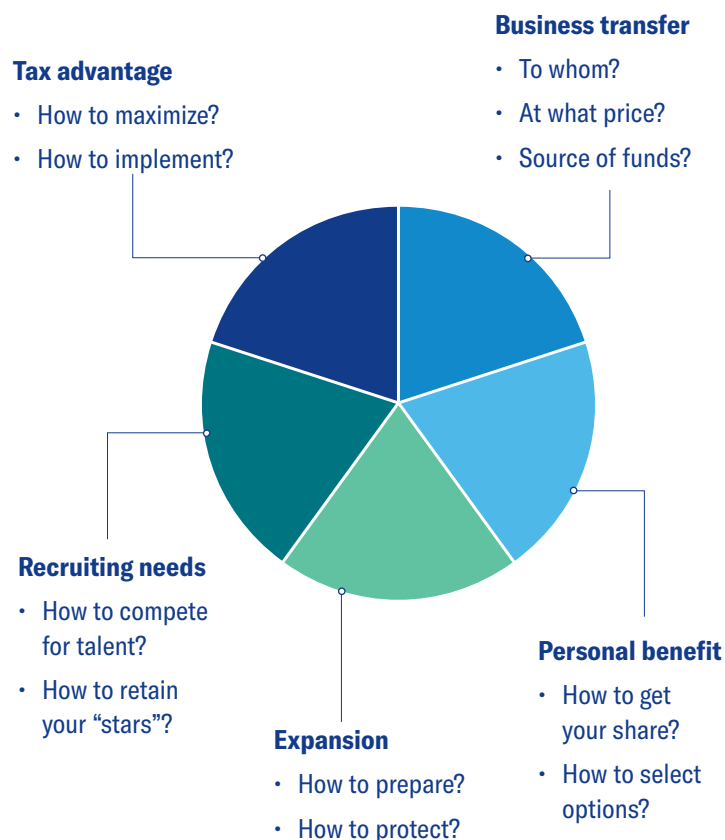
Business discovery questionnaire



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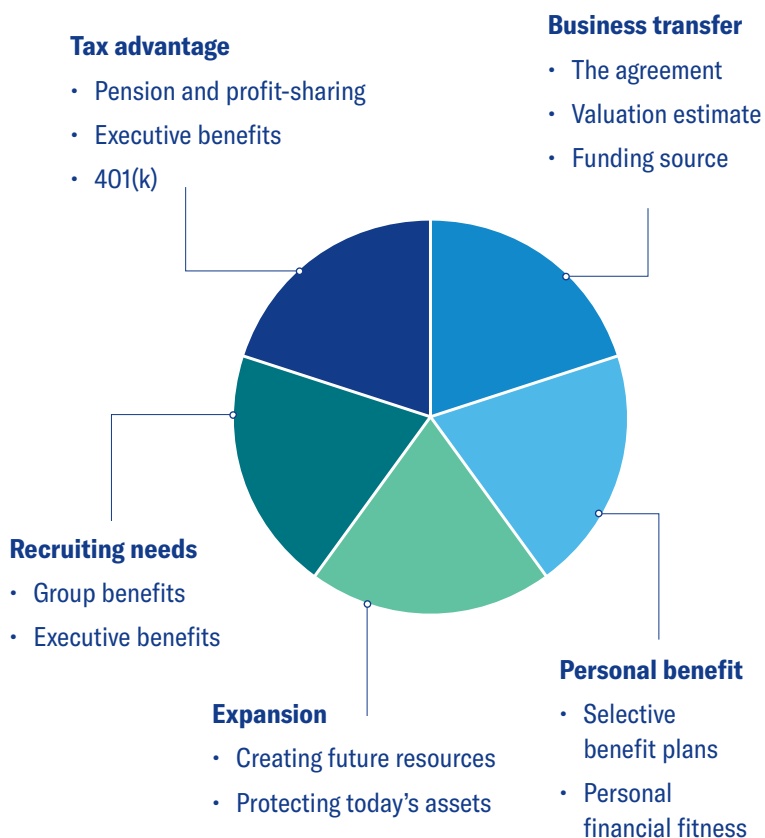
Common concerns of business owners

Our financial professionals can work with you to match your needs with appropriate strategies and help you make educated decisions based on your unique situation. For example, see the pie chart to the right.



Strategies for business owners

Once you have identified your opportunities, determined your place in the business life cycle and clarified your areas of need, we can furnish you with an extensive array of strategies to help meet your personal and business goals.



Getting started

Completion of the discovery questionnaire will accomplish three objectives:

1 Identify your most important needs.

2 Prioritize the most important needs.

3 Define what the next steps should be.

Name of business	
Address	
Phone	Fax
Name	Position
Phone	Email
Nature of business	

Type of business: C-Corp S-Corp PA/PC LLC Partnership Sole proprietorship

Employee benefit strategies

Is it important for you to assist with benefit plans for:

Yes No

Retirement? (in addition to Social Security)	<input type="radio"/>	<input type="radio"/>
Health insurance?	<input type="radio"/>	<input type="radio"/>
Disability?	<input type="radio"/>	<input type="radio"/>
Life insurance?	<input type="radio"/>	<input type="radio"/>
Voluntary employee benefit programs?	<input type="radio"/>	<input type="radio"/>

Do you feel your existing employee benefit plans:

Attract and retain quality employees?	<input type="radio"/>	<input type="radio"/>
Enhance employee performance?	<input type="radio"/>	<input type="radio"/>
Are understood and appreciated by employees?	<input type="radio"/>	<input type="radio"/>
Require more company resources than desired?	<input type="radio"/>	<input type="radio"/>

Executive and key employee benefit strategies

How concerned are you about providing retirement, disability or survivor benefits for:

	Not at all concerned	Concerned	Very concerned
Yourself?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee shareholders/partners?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Executives?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key employees?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How concerned are you with protecting your company against the loss of a key employee due to:

Death?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being hired by a competitor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What features do you feel would create an attractive benefit program for select participants?

(select all that apply)

- | | |
|---|---|
| <input type="radio"/> Ability to select plan participants | <input type="radio"/> Ability to provide greater benefits for selected employees |
| <input type="radio"/> Ability to control when benefits are paid | <input type="radio"/> Availability of diversified investment options |
| <input type="radio"/> Provisions for benefits after retirement | <input type="radio"/> Provisions for benefits in the event of disability |
| <input type="radio"/> Provisions for benefits in the event of death | <input type="radio"/> Funded through employee contributions |
| <input type="radio"/> Funded through employer contributions | <input type="radio"/> Funded through a combination of employee and employer contributions |

Which tax advantage of a selective benefit program would you prefer? (select one)

- Current tax deduction of contributions when made
- Deferred deduction of future benefits when paid

Have you ever considered implementing a selective benefit program that provides:

	Yes	No
Tax-deferred accumulation of plan assets?	<input type="radio"/>	<input type="radio"/>
Tax-advantaged distributions from plan assets?	<input type="radio"/>	<input type="radio"/>
Protection from claims of creditors?	<input type="radio"/>	<input type="radio"/>

Business transfer

How concerned are you about what happens to your business in the event of your:

	Not at all concerned	Concerned	Very concerned
Retirement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Death?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the event of your retirement, death or disability, how concerned are you about:

There being sufficient capital to continue operating your business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Who will run your business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Who will control your business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you want your business to be:

	Yes	No
Retained by your family?	<input type="radio"/>	<input type="radio"/>
Sold?	<input type="radio"/>	<input type="radio"/>
Liquidated?	<input type="radio"/>	<input type="radio"/>

Do you have a written business transfer plan that:

Is mandatory for both the buyer and the seller?	<input type="radio"/>	<input type="radio"/>
Sets the price that you or your heirs will receive?	<input type="radio"/>	<input type="radio"/>
Assures the buyer will have funds to purchase the business?	<input type="radio"/>	<input type="radio"/>
Accurately reflects your share of the fair market value, including goodwill?	<input type="radio"/>	<input type="radio"/>
Sets the value of your interest for estate tax purposes?	<input type="radio"/>	<input type="radio"/>
Creates an arrangement achieving the desired management and ownership?	<input type="radio"/>	<input type="radio"/>

Anticipated changes

Check all that are likely to occur in the next 12 months:

- | | |
|--|--|
| <input type="radio"/> Expansion of business | <input type="radio"/> Review of benefit plans |
| <input type="radio"/> Opening of new location(s) | <input type="radio"/> Adding new benefit plan(s) |
| <input type="radio"/> Hiring additional employees | <input type="radio"/> Modifying existing benefit plan(s) |
| <input type="radio"/> Promoting key employees | <input type="radio"/> Terminating existing benefit plan(s) |
| <input type="radio"/> Purchase of new equipment | <input type="radio"/> Review of business transfer plan |
| <input type="radio"/> Acquiring more property or space | <input type="radio"/> Change of ownership arrangement |
| <input type="radio"/> Change of business type | <input type="radio"/> Review of business transfer funding |

Financial overview

Sales or receipts

- | | |
|---|---|
| <input type="radio"/> Under \$100,000 | <input type="radio"/> \$1,000,000–\$2,499,999 |
| <input type="radio"/> \$100,000–\$499,999 | <input type="radio"/> \$2,500,000–\$4,999,999 |
| <input type="radio"/> \$500,000–\$999,999 | <input type="radio"/> \$5,000,000 or more |

Annual profits

- | | |
|---|---|
| <input type="radio"/> Under \$100,000 | <input type="radio"/> \$500,000–\$749,999 |
| <input type="radio"/> \$100,000–\$249,999 | <input type="radio"/> \$750,000–\$999,999 |
| <input type="radio"/> \$250,000–\$499,999 | <input type="radio"/> \$1,000,000 or more |

Current employee benefit plans

- | | |
|--|---------------------------------------|
| <input type="radio"/> Group health insurance | <input type="radio"/> SEP/SARSEP |
| <input type="radio"/> Cafeteria plan | <input type="radio"/> Keogh |
| <input type="radio"/> Group life – employees | <input type="radio"/> 401(k) |
| <input type="radio"/> Group life – dependents | <input type="radio"/> Profit-sharing |
| <input type="radio"/> Short-term disability | <input type="radio"/> Money purchase |
| <input type="radio"/> Long-term disability | <input type="radio"/> Target benefit |
| <input type="radio"/> Salary allotment life insurance | <input type="radio"/> Defined benefit |
| <input type="radio"/> Salary allotment disability income | <input type="radio"/> ESOP |

Current executive or key employee benefit plans

- | | |
|---|---|
| <input type="radio"/> Executive bonus | <input type="radio"/> Salary continuation |
| <input type="radio"/> Split-dollar | <input type="radio"/> Death benefit only |
| <input type="radio"/> Group life carve-out | <input type="radio"/> Severance pay |
| <input type="radio"/> Disability carve-out | <input type="radio"/> Wage continuation |
| <input type="radio"/> Deferred compensation | <input type="radio"/> Key person |

Thank you for completing the questionnaire

This questionnaire is not a fact finder, but rather a tool for us to learn more about your goals and objectives for your business. If you choose to further explore the ways in which we can assist you with your business goals, we will ask you for more detailed information.

Documents needed for our next meeting

Business transfer plan

- Buy-sell agreement
 - Business valuation
 - Census data for shareholders
 - Statements for funding vehicles
 - Key person agreement
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Executive/key employee benefit plans

(plan description/assets and census of covered employees)

- Deferred compensation
 - Salary continuation
 - Wage continuation
 - Executive bonus
 - Split-dollar
 - Group carve-out
 - Statements for funding vehicles
 - Business overhead expense
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Financial statements

- Balance sheet (last 3 years)
 - Income statement (last 3 years)
 - Income tax returns (last 3 years)
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Qualified retirement plan

- Adoption agreement
 - Trust agreement
 - Summary plan description
 - Plan funding statements
 - Census data – covered employees
 - Sample employee statement
 - Name/address – plan administrator
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Employee benefit plans

- Group life – plan description
 - Group health – employee benefit booklet
 - Census data covered employees
 - Short-term disability
 - Long-term disability
 - Cafeteria plan
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For more information, contact your financial professional or visit equitable.com.

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