

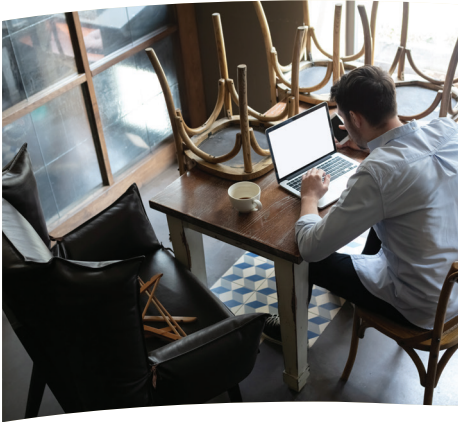
The Living Balance Sheet®

Protect, Grow & Exit

Strategies to address the value of your business



Our Plan for Today



Our Philosophy



Business Goals



Next Steps

Whatever vision you have for your business and financial future, it takes the right strategy to make it happen. Over the course of many years helping business owners address their financial concerns, we've learned first-hand what works and what doesn't work. We offer a process that provides the framework to uncover opportunities, maximize results and put you on a solid path to achieving all that is important to you.

The Pitfalls of Traditional Strategies

Typical Approach

- Narrow Focus
- Transactional Approach
- Lack of Coordination
- Fails to Address Key Issues

Strategies for business owners often focus on current challenges and specific financial products, and may fail to coordinate solutions that address the key issues we know all business owners face. Chief among those issues – preparation for the eventual day you leave your business. Even though all owners will leave their business, our experience has been that most haven't planned for it.

Why is it so difficult?

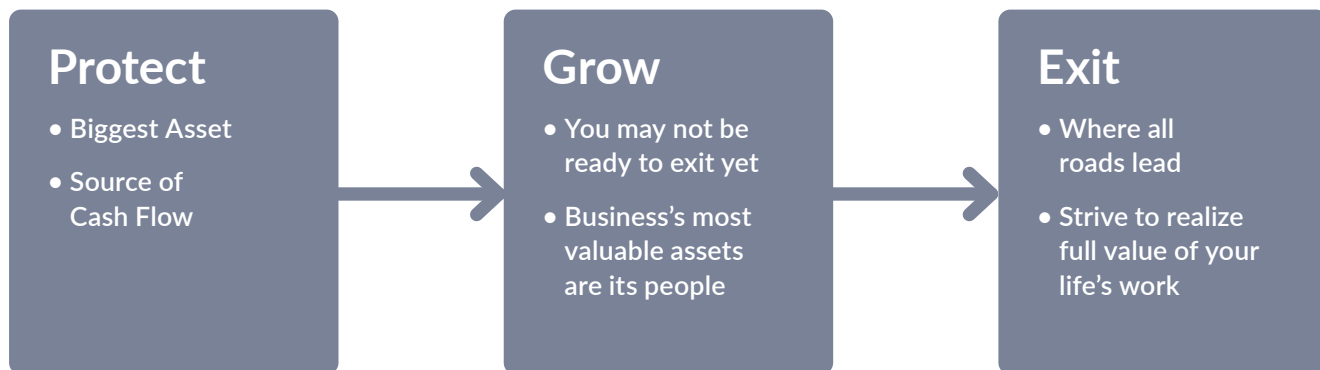
Few Financial Professionals/
Resources

Largest Transaction of Your Life

High Stress/
Anxiety

Family Dynamics

The Path to Success



Experience has shown us that we can short-circuit that loop of worry and procrastination by offering business owners a well-defined process that addresses the three most critical issues they'll face around the value of their business.

- If your business is your biggest asset and source of cash flow, how well is it currently protected in the event you had to leave today?
- If you wouldn't be satisfied with a potential sale today, what is your strategy to grow the business between now and when you leave?
- How are you leveraging your business's most valuable assets – your people?
- And finally, where all roads lead, what is your strategy to exit your business on your terms, so you can realize the full value of your life's work?

Exiting Your Business

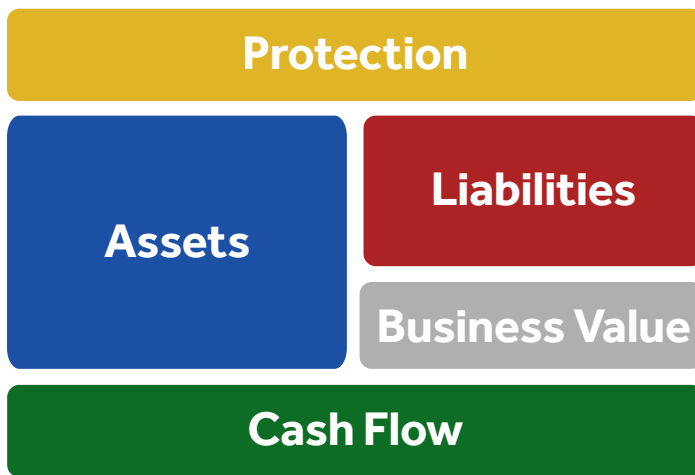
There are three doors you could walk through when you exit your business. Each brings certain benefits and challenges that need to be managed. Although you should plan for your first choice, it's important to be prepared to contend with all three.



Increasing Your Business Value

No matter which door you walk through, an increased business value can make the outcome better for all involved. That said, there are four interdependent financial domains that impact your current and future business value. Your Business Living Balance Sheet will allow you to see your business in one view, so that you can clearly assess how different financial strategies will affect its value and your ability to exit on your terms.

The Living Balance Sheet®



Assets and Liabilities

- Grow Assets & Manage Liabilities
- Greatest assets are your people
- Balance Sheet is small part of story

Cash Flow

- Your Business was started to create Cash Flow
- Business lives on its Cash Flow
- Business valued on its Cash Flow
- Net Exit Proceeds must produce Cash Flow

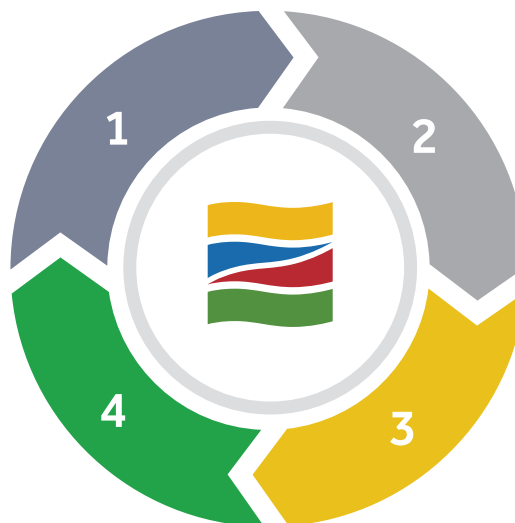
Protection

- Your business is your biggest asset
- Business provides for your family and many others
- Business must be optimally protected

Our Process

Every business and business owner is unique. Our process is designed to flexibly accommodate each owner's unique vision for their future and fact pattern in the present. To provide an accurate and customized proposal for the type of strategy your situation requires, our process begins with a complimentary consultation around your current business goals. We'll collect the basic data required to populate the four domains of your Business's Living Balance Sheet.

1. Collection of Initial Data
2. Proposal of Engagement
3. Strategy Meetings
4. Solution/Implementation



Business Quick Facts



Company Name

Entity Type	Owner Information		Key Employee Name/Roles	
	Name	% Ownership	Age	

PROTECTION

	Buy/Sell Agreement Funding		Debt/Expense Management		Key Employees	
	Life Insurance	Disability	Life Insurance	Disability	Life Insurance	Disability
Personal Human Life						

ASSETS

	Key Employees	
	Current	Fixed
Group Insurance		
Retirement Plans		
Voluntary Benefits		
Financial Wellness		
Cash & Investments \$		
Inventory \$		
Accounts Receivable \$		
Equipment \$		
Buildings \$		
Land \$		

LIABILITIES

	Current	Long Term	Fair Market Value
	\$		
	\$		

CASH FLOW

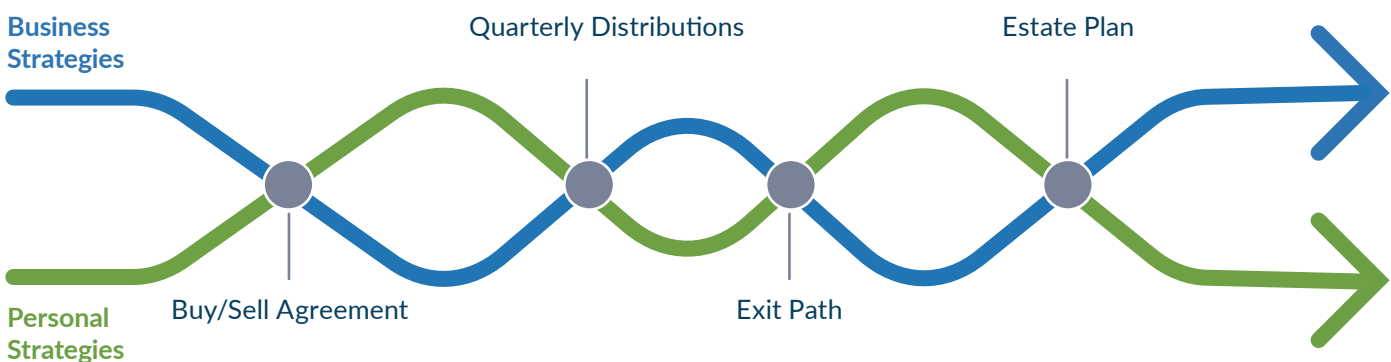
	Owner's Compensation	Other Expenses	Pre-Tax Earnings
Gross Revenue	\$	\$	\$

Document Checklist

Required Document	Requested
Corporate Tax Returns (3-Year History)	<input type="checkbox"/>
Business Balance Sheet	<input type="checkbox"/>
Profit & Loss Statement	<input type="checkbox"/>
Formal Business Valuation	<input type="checkbox"/>
Buy/Sell Agreement (with Addendums if applicable)	<input type="checkbox"/>
Operating or Shareholders Agreement (with Addendums if applicable)	<input type="checkbox"/>
Life Insurance Policy Statements	<input type="checkbox"/>
Disability Insurance Policy Statements	<input type="checkbox"/>
Employee Census with Compensation Details	<input type="checkbox"/>
List of Identified Key Persons	<input type="checkbox"/>
Employee Group Benefits Summary	<input type="checkbox"/>

Coordination

As distinctly important as your business is, in certain ways it cannot be separated from your personal balance sheet. There are key moments when business and personal planning strategies typically intersect.



As our work together evolves, Coordination of efforts to maximize your Business and Personal balance sheets will become key. In particular, our Coordination work with owners typically addresses:

- The Impact that an unexpected event in the business would have on your personal situation
- Your Post-Exit strategy to create Cash Flow that is substantial, tax-efficient and insulated from risk
- A plan to coordinate your Exit Strategy with your Personal Legacy Goals for family, charitable causes, and the business itself



Contact us today to see all of the ways LBS helps you take care of today, build a foundation for life events to come, and design a solid framework for tomorrow.

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