

Business planning strategies

CONFIDENTIAL CLIENT PROFILE



BUSINESS DATA

Business Name	Date Started	
Address		
City	State	ZIP
Phone	Email	

FORM OF BUSINESS

<input type="radio"/> Sole Proprietor	<input type="radio"/> Partnership	<input type="radio"/> Corporation
<input type="radio"/> Sub S Corporation	<input type="radio"/> Limited Partnership	<input type="radio"/> Private Corporation
<input type="radio"/> Public Corporation	<input type="radio"/> Professional Corporation	<input type="radio"/> Personal Service Corporation
<input type="radio"/> Government Agency	<input type="radio"/> Association	<input type="radio"/> Charitable Organization
<input type="radio"/> Limited Liability	<input type="radio"/> Nonprofit Organization	

How will your death or disability affect the operation of the business?

What are your plans in the event of disability, death or retirement?

Do you have a plan to transfer your ownership in the company? How current is it?

EMPLOYEE BENEFITS

Check the benefits currently being provided by the firm.

GROUP INSURANCE	RETIREMENT PLANS	SELECTIVE COMPENSATION	
<input type="radio"/> Medical	<input type="radio"/> 401(k) or Roth 401(k)	<input type="radio"/> SIMPLE IRA	<input type="radio"/> Deferred Compensation
<input type="radio"/> Dental	<input type="radio"/> SEP IRA	<input type="radio"/> Payroll Deduction IRA	<input type="radio"/> Executive Bonus
<input type="radio"/> Group Life Insurance	<input type="radio"/> Profit Sharing Plan	<input type="radio"/> Defined Benefit Plan	<input type="radio"/> Split Dollar
<input type="radio"/> Short-Term Disability	<input type="radio"/> Money Purchase Plan	<input type="radio"/> Stock Option	
<input type="radio"/> Long-Term Disability			

Do you feel your employees understand their benefits?

What benefit is least understood by employees?

What benefit is considered most important by employees?

What benefits could be improved?

ADVISORS

With whom do you consult before making important financial decisions?

Name			
Profession			
Address			
City, State, ZIP			
Phone			

OWNER/KEY EMPLOYEES

Owner	#1	#2	#3
First Name			
Last Name			
Age			
Annual Salary	\$	\$	\$
Ownership	%	%	%
Buy/Sell Life Ins	\$	\$	\$
Buy/Sell DI Ins	\$	\$	\$

PREFERENCES

- Sell to employee or third party, family
 Sell to co-owner, family
 Liquidate
- Sell to employee or third party, non-family
 Sell to co-owner, non-family

BUSINESS PLANNING

Please check appropriate column.	Very Important	Important	Not Important	Not Applicable
1. In the event of disability, death or retirement, ensuring a smooth transition of my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Payment of my estate taxes and expenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Providing income to key people in the event of disability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Providing retirement income to key people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Buying out partners in the event of their disability, death or retirement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Providing for the loss of profits due to the death of key people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Giving incentives to key people to discourage them from taking employment elsewhere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Optimizing personal benefits on a tax-favored basis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Selling my business before retirement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Minimizing the cost of employee benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Improving benefit communications to employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVERALL PLANNING

Please check appropriate column.	Yes	No	Don't Know
1. I participate in a pension or profit sharing plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I have checked my Social Security benefits in the past 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I have a current will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I have completed a financial and estate plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I have appointed a guardian for my children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I utilize a trust in my estate plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I keep my important papers in a safe place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. My family knows the location of my important papers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. The executor of my estate is familiar with my estate plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I do a good job of managing my income/expense flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I am in good health and have had no difficulty purchasing insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. My spouse participates in planning our financial affairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. My business plans coordinate well with my personal financial plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FUTURE PLANNING

Please check all appropriate items.

BUSINESS

- Borrow money
- Purchase property
- Hire key people
- Pay off a loan
- Take in a new partner
- Change employee benefits
- Purchase insurance
- Sell business interest

PERSONAL

- Have a child
- Adopt a child
- Improve home
- Buy a home
- Care for my parent(s)
- Change marital status
- Inherit assets
- Retire

I WANT TO LEARN MORE ABOUT

Please check those items of current interest to you.

- Tax favored products
- Reducing estate taxes and expenses
- How the company can pay my death taxes
- Providing income for retirement
- Providing for my family in the event of death
- How the company can pay for personal insurance
- A review of my existing insurance for suitability, costs and amounts
- Retaining key people
- Reducing employee benefit costs
- Educating my employees about their employee benefits
- Educating my employees about financial planning
-

BUSINESS EXPENSES¹**BUSINESS VALUATION**

Cost of Goods Sold	\$	Owner's Estimate of Value	\$
Owner(s) Salaries	\$	Average Book Value of Business (3 – 5 Years)	\$
Other(s) Salaries	\$	Average Net Income from Business (3 – 5 Years)	\$
Employee Benefits	\$	Estimated Rate of Return on Investments ²	%
Retirement Plan Contributions	\$	Number of Years Goodwill to Last ³	
Payroll Taxes	\$	Salaries Required to Replace Owners	\$
Office Expenses	\$	Estimated Long-Term Inflation Rate	%
General Expenses	\$	Long-Term Average Annual Growth Rate for your Business	%
Interest	\$		
R&D Expenses	\$		
Other Expenses	\$		
Other Taxes	\$		
Total Expenses	\$		
Pre-Tax Income	\$		
Less Depreciation & Amortization	\$()		
Taxable Income	\$		
Less Income Tax	\$()		
Net Income	\$		

¹ Collect 2 – 3 years of balance sheets and income statements

² Risk free rate of return (Treasuries)

³ Goodwill can be defined as the value of a business above the value of its assets such as the reputation a firm enjoys with its clients, great location and other intangible value; therefore, enter the number of full years that goodwill might exist.