



“Plan today, protect tomorrow”

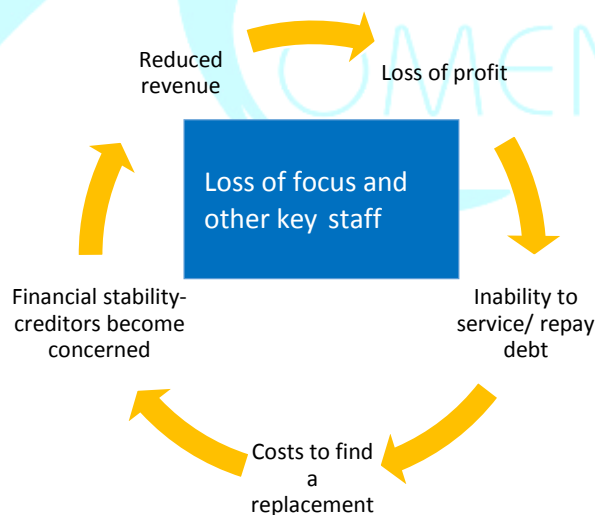
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What happens to your business if a key person is no longer there?

One or more people in your business, including yourself, may play a critical role in the ongoing success and profitability of your business. Have you ever stopped to ask yourself what the impact on your business would be should one of those people die or become seriously disabled? By how much would revenue be affected? Would the ongoing sustainability of the business be compromised?

Some key questions need to be considered, even if the incapacity suffered by the employee is only temporary (and will return in due course):

- Will there be additional costs to the business for recruiting, relocating and training a suitable replacement?
- Would it be appropriate to reduce business debt levels? How might you fund this?
- Is there a need for additional financial stability within the business while you restructure?
- Is there a need to offset lost profits during that transition period?
- Will the business need additional revenue for covering day to day expenses?
- What measures will need to be implemented to retain key contracts?
- Will fact the business be able to continue or will it need to be wound up? If the latter, how will all those additional costs relating to closing down the business be funded? Are you likely to compromise on the sale price?



Life insurance products provide one of the most simple and cost effective means for injecting

- a lump sum of money, and
- ongoing revenue

into the business should such an event occur to a key employee.

If you haven't taken steps yet to protect key employees in your business, don't feel alone. Recent research findings showed that 91% of businesses did not have key person cover in place. There is simply no reason to leave such matters to chance, and put at risk everything you have worked so hard for to achieve.

If you would like to know more, or if you would like me to help you put such a plan in place to help you manage this risk, give me a call.

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