



A Veteran Owned Business



## Why Have a Business Exit Plan When You Have No Plans to Leave Now?

*Business Exit Planning Series: Issue #1*

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*Our role is to help you sell (or transition) your business*

- *When you want,*
- *To whom you want,*
- *For the full or greater value that you deserve and*
- *To keep what you have worked so hard to build through tax and estate planning*

**It is inappropriate for anyone to suggest that you, the owner/creator of a business, should exit before you choose to do so.** As a fellow business owner I fully appreciate this. So why have a business exit plan now rather than when you are close to departing? Perhaps you do not want to leave because you have not had time to think about life after business. Perhaps remaining active in your business gives your life ongoing meaning and significance. Your passion for the business may be as strong as ever.

That said, however, isn't it your job, as leader and owner of your business, to prepare that business for the inevitable? After all, someday you will leave the business – voluntarily or otherwise.

Experience tells us that owners' feelings about their businesses continually evolve and that those businesses may eventually no longer be central to their owners' lives. Owners typically want increasing flexibility and freedom apart from their businesses. **A terrible fate is to let a failure to plan prevent you from doing what you want, when you want.**

Engaging in Exit Planning does not mean that you must chisel, in stone, a departure date from your business. You continue to be as active as you wish for as long as you wish. **Exit Planning does mean that you work, now, to make your company increasingly valuable - whether you are currently planning to stay or leave.** No matter your current departure intention, you must prepare your business for the day - whenever that is - that your attitude or life circumstances change.

**Our role is to facilitate the completion of what may seem like an otherwise daunting task. Our approach can make this process easy and enjoyable, so that you can focus on the daily demands that you need to meet to run your business. Through our team and network of experienced professionals we work in close collaboration with your tax and legal advisors. The results can be highly rewarding for you, your family and your employees.**



**One of the goals of Exit Planning is to position your business to carry on without you.** Consider just one facet of Exit Planning, strategic business planning. Ultimately, much of the value of your business is based on the ability of others to replace you. If you are no longer vital to the business, the business has value to others. If you are irreplaceable, then your business has less value to a third party and cannot be continued by insiders. Again, **for a business to have optimal value in anyone's estimation, it must be able to thrive without you.** To reduce your value (and to increase the value of your company), your company should have:

- **Management apart from you** (if business size warrants) and preferably management that can, at least partially, "fill your boots."
- **Value Drivers in place.** These include developing operating systems that improve the sustainability of cash flow, diversifying your customer base, creating and continually refining your strategic business plan. (For an explanation of Value Drivers please email me to receive Issue 4 of **The Exit Planning Review™**).
- A **Business Continuity Plan** to be certain the business continues if you do not. Taking these steps prepares your business for your departure - on your timetable. These steps can also make your business more valuable and sustainable whether you are there every minute, or not. Beginning your Exit Plan today can help give you flexibility and peace of mind - no matter when, or even if, you plan to leave.

**We are passionate about making it simple and easy for business owners to develop an exit plan that fits their ongoing needs; it is a primary focus of my practice. If you would like more information about how we can help you please contact me at [acampbell@opis.com](mailto:acampbell@opis.com) or call me at (800) 989-6747.**

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