

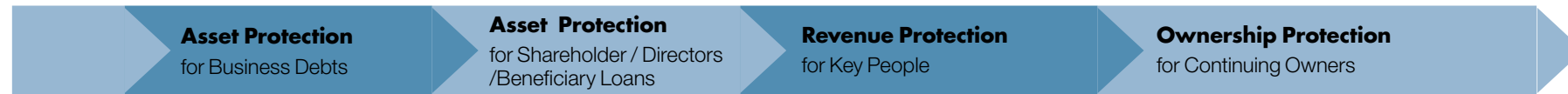
# Protecting your client's business future



<p><b>Asset Protection</b> for Business Debts</p>	<p>A business could have difficulty repaying debts in the event of the death, disablement or major illness of an owner who is critical to its success and profitability.</p>	<p>Asset Protection can provide a business with enough cash to repay debts so business and personal assets held as security can be released.</p>
<p><b>Asset Protection</b> for Shareholder / Directors / Beneficiary Loans</p>	<p>A business will almost certainly be liable to the deceased's estate for the immediate repayment of any shareholder / directors / beneficiary loans.</p>	<p>Asset Protection can provide a business with enough cash to repay the loan immediately.</p>
<p><b>Revenue Protection</b> for Key People</p>	<p>A business could suffer a substantial loss of revenue, and therefore profits, in the event of the death or disablement of a key person who is critical to its success and profitability.</p>	<p>Revenue Protection can provide a business with enough cash to compensate for the loss of revenue, and therefore profits, plus the associated costs of replacing the key person.</p>
<p><b>Ownership Protection</b> for Continuing Owners'</p>	<p>If an owner dies or becomes disabled their interest in a business may be left to their beneficiaries who may not have the skill nor the desire to contribute to the success of the business, but expect to share in the profits and interfere in the running of the business.</p>	<p>Ownership Protection can provide the funding for a Business Succession (Buy/Sell) Agreement granting the continuing owner(s) the right to purchase the deceased or disabled party's interest in the business at an agreed price; guaranteeing the orderly, equitable and certain transfer of ownership.</p>

**Business Insurance is a cost-effective solution to fund these problems at only a fraction of the cost compared to the alternatives.**

# Uncovering the needs



<b>The Problem</b>	Your business could have difficulty repaying debts in the event of the death, disablement or major illness of an owner who is critical to its success and profitability. Your lender may call upon your personal guarantees or assets.	Your business will almost certainly be liable to the deceased's estate for the immediate repayment of any loans, causing a severe liquidity problem.	Your business could suffer a substantial loss of revenue, and therefore profits, in the event of the death or disablement of a key person who is critical to its success and profitability.	If an owner dies or becomes disabled, their interest in your business may be left to their beneficiaries who may not have the skill, nor the desire, to contribute to the success of the business, but expect to share in the profits and interfere in the running of your business.
<b>The questions you need to ask</b>	Who does the business success and profit depend on? On their death or disablement, could your business meet its loan repayments and creditor commitments? Would that person want their personal assets held as business loan security released? Would you want to avoid selling or encumbering business and personal assets? Would you want to, or be able to, borrow more money?	Is the loan on call? Could your business repay the loan immediately? Would your business face a liquidity problem? Would you want to or be able to borrow more money? If it was your loan would you want to know the business could repay you?	Who are the key people responsible for generating revenue/profit for the business? What would be the effect on the business if one of these people died or was disabled? What strategies have you undertaken to protect your business if this happens? Would it take long to recruit and train a replacement? Would there be expenses associated with recruiting and training a replacement?	Would you want to purchase their interest in the business? Would you want to be in business with the deceased's spouse, children, relatives or other outsiders? Would you want to share your profits with people who make little or no contribution to the business? Do you have a 'Business Will' or Buy/Sell Agreement in place? Would you have to borrow again to purchase their interest?
<b>Is there an alternative?</b>	If there was a cost-effective way of ensuring the cash was available to repay debts, would you want to know about it?	If there was a cost-effective way to guarantee the cash was available, would you want to know about it?	If there was a cost-effective way to provide you with a 'cash cushion' to offset the loss of revenue/profits, would you want to know about it?	If there was a cost-effective way to guarantee you had the right to purchase their interest, at an agreed price, and the cash to fund it, would you want to know about it?
<b>The Solution</b>	Asset Protection can provide your business with enough cash to repay debts so your business and personal assets held as security can be released.	Asset Protection can provide your business with enough cash to repay the loan immediately returning the capital to the deceased's estate	Revenue Protection can provide sufficient cash to compensate your business for the loss of revenue and therefore profits, plus the associated costs of replacing the key person.	Ownership Protection can provide the funding for a Business Succession (Buy/Sell) Agreement granting the continuing owner(s) the right to purchase the deceased or disabled party's interest in your business at an agreed price guaranteeing the orderly, equitable and certain transfer of ownership.

**Refer your client for advice – A sample script**

Business Protection advice is critical to protecting your business future. I refer my clients' to <Adviser Name> for specialist advice in this area.

Unless you have any objections, I will refer you today?