



Key Person Planning

Protect Your Business From The Loss of Top Talent

Losing a valuable member of your team can be expensive and negatively impact the value of your business. Your key employees' contributions may be difficult to measure, but more wide-spread than you might think. Finding a replacement can create a financial burden that puts the business at risk. The right planning can give you the cost-effective liquidity you need to retain or replace a key employee.

Where Do You Start?

First, think about who your key employees are. Consider all areas of your company – operations, relationship management, customer service, and sales. Do you want to protect your business from their death, disability, or departure? Maybe it's all three. Keep in mind that a departure could be planned – like retirement. Or, unplanned – like going to a competitor.

Which Event Concerns You Most?

DEATH

SOLUTION: Key Person Insurance

Funding Options & Considerations

- Life insurance provides an immediate benefit when the key employee dies
- Cash flows can fluctuate greatly
- Sinking funds need time to accumulate

DISABILITY

SOLUTION: Key Person Replacement Insurance

Funding Options & Considerations

- Key person replacement insurance provides an immediate benefit at disability
- Cash flows can fluctuate greatly
- Sinking funds need time to accumulate

DEPARTURE

SOLUTION: Retention & Retirement Plans

- Bonus plans
- Deferred compensation plans

Funding Options & Considerations

- Life insurance may allow access to tax advantaged cash values
- Cash flows can fluctuate greatly
- Sinking funds need time to accumulate

Financing That Meets Your Needs

Life and disability insurance can be a great way to finance business protection solutions. They can offer tax advantages, and income potential for both you and your key employees. Working with us gives you access to quality products – both life and disability insurance – designed specifically for business solutions. And you may also be able to benefit from our simple, time-saving underwriting process.

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