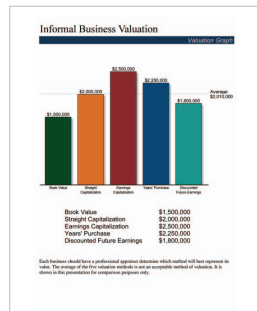


Business Planning Services

Know the Value of Your Business

There is a variety of valuation methodologies that can be used to determine the value of your business, and no one method will satisfy every need. Determining the value of your business is necessary and may affect you in a variety of ways, such as retirement income planning, buy-sell agreement funding, business protection and wealth transfer.

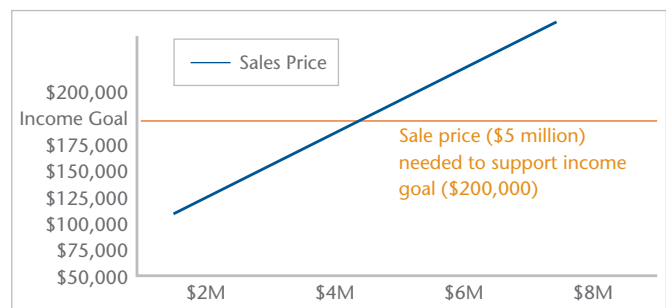


Informal Business Valuation Proposal

- **Survivor Income** – Given the amount of business income used to support your spouse and/or other beneficiaries, would they be able to maintain their desired standard of living after your death?
- **Income Protection** – Upon an accident or severe illness, would you be able to meet present financial obligations (business and personal) during that stressful time?

Sale-to-income challenge

Whether you need to create a market for the sale of your business or provide protection in the event of your death, creating a solid financial plan for your business may be critical to your future. The chart below illustrates the sale-to-income challenge for business owners.



Complimentary informal business valuation

Working with a team of CPAs, attorneys and consultants, I can provide you with a complimentary informal valuation using five commonly used valuation methods. Then we'll determine a plan of action to help meet your business objectives and goals.

Common questions to consider

- **Retirement Income** – Do you anticipate your business will be the primary source of your retirement income?
- **Exit Planning** – Have you identified who will buy your business and for how much?
- **Business Protection** – Have you considered the effect to business earnings and the resulting value of your company if you were to lose a key employee?
- **Wealth Transfer** – Are you confident in the value your heirs would receive if you died without a buy-sell agreement in place?

Complete and submit the information on the other side of this form to receive your report.

Please complete the following information:

1. Business name: _____

1a. Owner(s) name: _____

1b. What is the nature of your business? _____

2. Type of business entity:

C corporation S corporation
 Sole proprietorship Partnership

3. Total number of employees:

1-9 201-500
 10-50 501+
 51-200

4. Number of business owners:

1 3
 2 4+

5. How many years has the business been operating?

Fewer than 3 10-20
 3-5 21+
 6-9

6. Annual growth rate: _____%

7. Business tax rate (Enter owner's tax rate if business is taxed as a flow-through organization.): _____%

8. Do you have a buy-sell agreement? Yes No

9. To whom do you intend to sell?

Family Key employee
 Third party Co-owner

10. Names, phone numbers and addresses of the following professional advisers:

Attorney: _____

Accountant: _____

Banker: _____

11. Three full years of income statements and balance sheets
or
 Three full years of company tax returns

FOR MORE INFORMATION

Contact your representative of The Principal.



WE'LL GIVE YOU AN EDGE®

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