

ADVANCED PLANNING

LIFE INSURANCE

A buy-sell agreement solution to protect the future of your business

INVESTMENT AND INSURANCE PRODUCTS ARE:

- NOT FDIC INSURED
- NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
- NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, ANY BANK OR ITS AFFILIATES
- SUBJECT TO INVESTMENT RISKS INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

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BLUEPRINTS
TO BLACK WEALTH

HOW PRUDENTIAL CAN HELP

The Prudential Insurance Company of America and its affiliates offer a wide range of insurance products that can help your business continue successfully in the event of your death or disability. Insurance is a vitally important business tool that is often overlooked.

Whether your business is a sole proprietorship, a partnership, a limited liability company, or a closely held corporation, Prudential can help. Purchasing life insurance for business needs may prove to be one of the most important decisions of your life.



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YOUR TIME, YOUR EFFORTS, YOUR MONEY



All of these have contributed to making your business a success. And because you have worked so hard and put so much into “it”, you want it to continue to provide for you and your family. Achieving and maintaining the financial wellness of your business is critical.

- **Do you dream of a carefree retirement** and passing the business to family members or other key employees?
- **Do you anticipate your golden years but fear** that you can’t make ends meet without the income generated by your business?
- **Do you worry that if you or a business partner were to die today** your business would be at risk?

Countless businesses have been reduced to a fraction of their value following the death or disability of one of the owners. Regardless of your business structure, taking steps now to ensure that the business and your family are protected in case of your or another owner’s death or disability can help your business and family carry on.

It’s time to work with your tax, legal, and financial professionals to develop a strategy to help make sure that your “dreams do come true.”

ONE EASY SOLUTION CAN BE THROUGH USING LIFE INSURANCE IN A BUY-SELL AGREEMENT.

EVALUATE YOUR BUSINESS RISK

If your business is structured as a ... **SOLE PROPRIETORSHIP**

You own and operate your business. You are one of those people who enjoy the challenge of being your own boss, the master of your own destiny. You are the business.

Have you considered?

- What will happen to your business when you die or if you are disabled before you retire?
- Who will step into your shoes when you leave the business?
- Can you and your family continue your present lifestyle if you are unable to work in the business?

If your business is structured as a ... **PARTNERSHIP**

You and your partners have created a profitable business based on teamwork. Together you make the day-to-day decisions that contribute to the harmonious operation of your business.

Have you considered?

- What will happen to the business if you or your partner isn't there anymore?
- Have you protected your business interest from the financial disruptions that typically follow the death or disability of a partner?
- Will your partnership be terminated at the death of your partner, or do you want to be able to regroup and reorganize?
- Will the business suffer from lost sales or revenue as a result of the death or disability of a key partner?
- Can you work effectively and successfully with family members or heirs of a deceased or disabled partner?

If your business is structured as a ... **CLOSELY HELD CORPORATION**

Your efforts, time, and money have gone into creating a successful business, and the continued success and growth of the business typically rests upon the efforts and commitment of all owners.

Have you considered?

- In the event of your death or disability, are family members or your heirs qualified to take an active role in corporate management? Do they even want to be involved?
- In the event of a co-shareholder's death or disability, do you and the other shareholders want to deal with the decedent's heirs or family on an ongoing basis?
- Does the company or a co-owner have the financial ability to buy out the business interest of a deceased or disabled owner? Have you established a binding "fair and reasonable" buyout price?



Your business represents a large, positive financial asset that contributes to your, and your family's, financial wellness.

Life insurance can help to guarantee its value.



THE PLACE TO START IS WITH A BUY-SELL AGREEMENT

A buy-sell agreement is a written legal document that establishes a market for your business should you die, become disabled, or leave the business.

It will:

- Predetermine the business price.
- Identify the future buyer(s).
- Identify the events that trigger the buyout.
- Create a legal obligation between you and the buyer(s) of your interest.



A written buy-sell agreement is the place to start to protect your business and your personal interests.



➔ THE PROTECTION COMPANY FOR OVER ➔ 145 YEARS

Prudential Financial is one of the world's largest financial institutions and has been meeting customers' financial challenges for over 145 years.



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