

EXIT PLANNING FOR ADVISORS

BOOT CAMP FOR ADVISORS™

Learn how to help your clients exit their businesses in style while improving your relationship with other advisors, your practice's bottom line and having more fun.

Date

Location

SPONSORED BY BUSINESS ENTERPRISE INSTITUTE, INC.

***PROVIDING A TIME-EFFICIENT, SYSTEMATIZED AND INTEGRATED PROCESS FOR FINDING,
ENGAGING AND PERMANENTLY REPRESENTING SUCCESSFUL BUSINESS OWNERS.***

DAY ONE

The Exit Planning Process shows a business owner how to reach his or her ultimate goal—exiting his business in style—in a way that motivates him or her to engage in the process. On Day One, we cover:

- *a business owner seminar presentation;*
- *the first three steps of that Process;*
- *how to attract owners to the Exit Planning Process; and*
- *how BEI can assist you with marketing your Exit Planning practice.*

7:30 a.m. **Continental Breakfast with BEI**

John H. Brown, President

8 a.m. **WELCOMING REMARKS AND EXIT PLANNING OVERVIEW**

8:45 a.m. **OVERVIEW**

John Brown will discuss the benefits to advisors working with an Exit Planning specialty area in their firms. Advisors interested in implementing the Client Management System into their practices will find this session invaluable.

9:45 a.m. **Break**

10 a.m. **STEP ONE: SETTING OWNER OBJECTIVES**

In this and in all steps of the Exit Planning Process, we will discuss what the step entails, how to present this Step in a slide-based seminar, how that step benefits the owner, what opportunities the step offers the advisor, what questions you need to ask and how to interact with other members of the Advisory Team.

11:15 a.m. **THE EXIT PLANNING MEETING PROCESS**

We will describe the Exit Planning process from the Engagement Meeting through the Implementation Meeting with a special emphasis on the roll of each team member. On the second day, we follow up this segment with a presentation on EPIC™, and the BEI tools available to assist you in the development and execution of a successful Exit Plan.

12:30 p.m. **Lunch on your own**

1:30 p.m. **STEP TWO: DETERMINING VALUE/PRICE**

Knowing what the business is worth is key to an owner's Exit Plan. As an advisor, you need to know basic valuation principles, whether a high or low value benefits your client, and how to help your client choose a competent valuation expert.

2:15 p.m. **STEP THREE: PRESERVING, PROTECTING AND PROMOTING VALUE**

In this three-part step, we will discuss value preservation techniques including multiple-entity planning, and Annual Planning meetings. Protecting value from creditors involves annual audits, entity protection and use of lowest defensible value. Promoting value means increasing the value of the company. This involves identifying and enhancing those characteristics of the business that create value.

3:30 p.m. **Break**

4 p.m. **MARKETING YOUR EXIT PLANNING PRACTICE**

BEI will discuss the five keys to successfully marketing Exit Planning within your practice. We will review the step by step process of moving a prospective client from initial interest to an Exit Planning engagement. We will also explain your assistant's involvement in the marketing administration process.

5 p.m. Please join us for a glass of wine in the hotel bar.

DAY TWO

The Exit Planning Process shows a business owner how to reach his or her ultimate goal—exiting his business in style—in a way that motivates him or her to engage in the process. On Day Two, we cover:

- *the remaining four steps of that process;*
- *how to work through the preparation of a preliminary Exit Plan;*
- *how to work as a member of an Exit Planning Advisory Team; and*
- *your role in each Step.*

7:30 a.m. **Continental Breakfast**

8 a.m. **STEP FOUR: CONVERTING BUSINESS VALUE TO CASH – SALE OF A BUSINESS TO A THIRD PARTY**

John will outline the sale process highlighting how you can manage a process that can benefit you and your client. He will bring you up to date on the current merger and acquisition environment and describe the characteristics of a skilled transaction advisor. John will discuss how using a business broker differs from using an Investment Banker and how to find a broker for your clients wishing to sell companies valued less than \$5 million.

9 a.m. **Break**

9:15 a.m. **STEP FIVE: TRANSFERRING THE BUSINESS TO INSIDERS**

John Brown describes and explains the various tools and methods you can use to help owners successfully sell their companies to insiders. This Step provides a wealth of planning and implementation opportunities for the well-informed advisor.

10:45 a.m. **STEP SIX: CONTINGENCY PLANNING FOR THE BUSINESS**

Whether your clients own or co-own their companies, you will learn how to approach "continuity planning" from an Exit Planning perspective: a perspective that provides more planning, implementation and funding opportunities than traditional approaches.

12 Noon **Lunch**

1 p.m. **STEP SEVEN: WEALTH PRESERVATION PLANNING**

Your client's company isn't the only thing that will suffer should he or she become disabled or die. In this Step we discuss estate planning techniques as well as wealth preservation techniques such as gifting, GRATs and IDGTs. We also discuss how an owner's existing estate plan may require alteration after he sets his Exit Planning objectives in Step One.

1:45 p.m. **EPIC™: THE EXIT PLAN INTERACTIVE CREATOR**

EPIC™, the Exit Plan Interactive Creator, is BEI's most powerful tool for its Members. EPIC is BEI's proprietary HotDocs®-based software. It combines the information you collect from an owner with your Exit Planning expertise to create comprehensive, custom Exit Plans.

2:30 p.m. **Break**

2:45 p.m. **THE EXIT PLANNING ADVISORY TEAM (XPAT)**

John will describe the benefits of working as a Team: education, communication, goal setting, and generating referrals.