

BUSINESS OWNER PROFILE AND GOALS



MY FIRM	
OFFICE LOCATION:	Connecticut
LEGAL ENTITY:	LLC
FIRM INDUSTRY:	Digital Marketing
FIRM SIZE (Employees):	15
PERCENT OF THE BUSINESS YOU OWN	100%
EMPLOYEES THAT ARE FAMILY:	2
AVG FIRM EBITDA, LAST 3 YRS (\$MN):	6
AVG FIRM REVS LAST 3 YRS (\$MN):	20

MY EXIT GOALS	
TIMEFRAME FOR EXIT TO BEGIN:	As soon as possible.
TIMEFRAME FOR EXIT TO BE FINALIZED:	Next 2 years.
HOW LONG WOULD YOU BE WILLING TO STAY INVOLVED WITH FIRM POST EXIT?:	Up to 2 years.
YOUR PREFERRED INVOLVEMENT AFTER EXIT:	I have trust in my son and daughter to run the business well so I would be minimally involved.
EXIT METHODS BEING CONSIDERED:	Interfamily transfer, Gift
BUSINESS EXIT PROS ON YOUR TEAM ALREADY:	Financial Planner, Estate Planner
BUSINESS EXIT PROS YOU WOULD LIKE INTROS TO:	Accountant, Tax Expert, Valuation expert
IMPORTANCE OF TAKING CARE OF FAMILY MEMBERS: Low <(1-10)> High	9
IMPORTANCE OF TAKING CARE OF EMPLOYEES: Low <(1-10)> High	6
IMPORTANCE OF TAKING CARE OF CUSTOMERS: Low <(1-10)> High	6
IMPORTANCE OF TAKING CARE OF SHAREHOLDERS: Low <(1-10)> High	N/A
IMPORTANCE OF GETTING MAXIMUM SALE PRICE: Low <(1-10)> High	3
IMPORTANCE OF TAX CONSIDERATIONS OF YOUR EXIT: Low <(1-10)> High	9
DO YOU KNOW HOW MUCH \$ YOU NEED FROM EXIT TO MEET YOUR FINANCIAL GOALS?	I have enough money saved to meet my financial goals comfortably.
HOW WELL CAN YOU ENVISION YOUR DAILY LIFE POST EXIT?	I enjoy golfing and travel. Am a little concerned I will get bored but will cross that bridge when I come to it.
FINANCIAL READINESS TO EXIT: Low <(1-10)> High	9
MENTAL READINESS TO EXIT: Low <(1-10)> High	7
EXIT GOALS SUMMARY:	I want to transfer the bulk of my business to my son and daughter but want to do so A. In a manner that is equitable to them considering their respective contributions to the business. B. In a tax efficient manner. After the recent recession, I no longer derive as much pleasure from running my business and am more than happy to hand over the reins.
EXIT TEAM NEED:	I would like to get the business valued in a manner that is defensible to the IRS and have a tax expert that is well versed in interfamily transactions liase with my existing estate planner and accountant to ensure the transaction is tax efficient. I also want to make sure my financial planner is kept in the loop. I like my existing accountant but she is not an expert in interfamily transitions.

HOW TO REACH ME	
PREFERRED COMMUNICATION METHOD(S):	Phone, Zoom, Text
PREFERRED COMMUNICATION TIMES:	Afternoon's Monday to Thursday