



BUSINESS *Perpetuation*

MAKE YOUR BUSINESS LAST

It's tough to walk away from anything you pour your heart and soul into. But the show must go on, even if you're not there to run your business.

Do you know what would happen to your business if you fell ill or passed away unexpectedly?

A buy-sell agreement funded by life insurance could keep your business going and:

- Lock a buyer or successor into place.
- Generate cash value that can be borrowed for emergencies.
- Pay an income tax-free benefit to the beneficiary.
- Eliminate possible disagreements among business partners or your family members.

HOW A BUY-SELL AGREEMENT WORKS

A buy-sell agreement can provide a smooth ownership change.

Let's say your business has multiple owners. In a buy-sell agreement, you would all buy life insurance policies on each other.

When an owner passes away, the remaining owners would use the death benefit to buy the deceased owner's share of the business. You can also pass the business on to your family with a buy-sell agreement funded by life insurance.