

Tips for Identifying and Working with Business Owner Clients

The number of small-business owners in the United States totals more than 31 million;¹ however, studies show these individuals often lack the guidance they need to successfully transfer, sell and/or value their business.

Consider the following:



More than 58% of small-business owners have no transition or succession plan.²



60% of small-business owners are not confident in business and accounting.³



29% of businesses fail due to lack of capital and cash flow.⁴

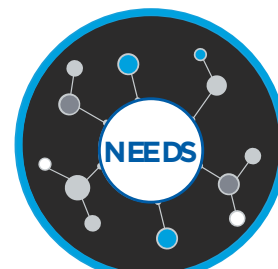
Identifying Business Owner Clients in Your Book

Business owners often change financial advisors after the sale of their business. As your partner, we strive to provide you with a unique value-added service to offer your clients support throughout the life of their business and for many years after.

Does your business owner have the following characteristics?



The client's business has more than 25 employees



The business owner has other complex needs:

- No succession plan
- Insurance needs
- Charitable giving objectives
- Life insurance needs
- Tax complications



The business owner is age 50-65. This age group is more likely to transition and will have more complex planning needs.

How to Engage

A proactive approach to business consulting can enhance the advisor-client relationship. To identify these clients, consider asking some of the following questions:

- Do you have a succession or transition plan for the business?
- Do you know what your business is worth? Do you know what it needs to be worth by the time you retire in order to meet your financial goals?
- Have you prepared the business for a transition? Are you aware of the common challenges in a transition process?
- When do you expect to retire? Are you aware you need to begin the transition process a few years before then?
- Do you have children in the business to whom you plan to transition the business? Have you decided how you will do that?
- Are you interested in converting some of your business equity into cash while retaining ownership in the business?

The benefit of working with Mariner Wealth Advisors and Mariner Capital Advisors include:

- The development of a business succession plan
- A better understating of business value
- The development of a growth strategy
- A formal valuation for tax and regulatory compliance
- Support for a business sale, recapitalization, acquisition or capital raise

For more information visit: marinerwealthadvisors.com

¹ ["2020 Small Business Profile"](#)

² ["As Baby Boomers Retire, Main St. Could Face a Tsunami of Change"](#)

^{3,4} ["36 Small Business Statistics You Need to Know 2020"](#)

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