



FOUR WAYS TO FUND A BUY-SELL PLAN

There are **FOUR** ways to fund a buy-sell plan at an owner's death:

1. Cash Method

The purchaser(s) could accumulate sufficient cash to buy the business interest at the owner's death. Unfortunately, it could take many years to save the necessary funds, while the full amount may be needed in just a few months or years.

2. Installment Method

The purchase price could be paid in installments after the owner's death. For the purchaser(s), this could mean a drain on business income for years. In addition, payments to the surviving family would be dependent on future business performance after the owner's death.

3. Loan Method

Assuming that the new owner(s) could obtain a business loan, borrowing the purchase price requires that future business income be used to repay the loan PLUS interest.

4. Insured Method

Only life insurance can guarantee that the cash needed to complete the sale will be available exactly when needed at the owner's death, assuming that the business has been accurately valued.

**If you had died or become disabled yesterday, who would
own and manage your business today?**

Brought to you by:



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About our firm:

Jeffrey Bensman is pleased to announce the formation of Risk Reduction Strategies Inc. RRS will address the challenges businesses and their employees encounter attempting to address the rising cost of employee benefits. By establishing strategic partnerships with organizations on the leading edge of innovation, RRS has positioned itself to provide cost efficient risk management tools to selective niche markets that deserve concierge service. An example of one of the niche markets RRS will serve initially is through the appointment of RRS to be a Strategic Marketing Partner of Prism. Prism is the only independent organization in the group and supplemental insurance marketplace that offers:

- A means for meeting/expanding corporate Diversity goals
- The strength of its product underwriters
- The strength of its service providers who provide technology innovation
- The Simplicity of a Single Source for "Best in Class" products and services

QUOTES

from the Masters...

On Networking

"Networking is simply the cultivating of mutually beneficial, give and take, win-win relationships. It works best, however, when emphasizing the 'give' part."

-- **Bob Burg**

"Network continually -- 85 percent of all jobs are filled through contacts and personal references."

-- **Brian Tracy**

"Expand your network by one quality person a day, forever."

-- **Mark Victor Hansen**

On Opportunities

"We are continually faced by great opportunities brilliantly disguised as insoluble problems."

-- **Lee Iococca**

"The golden opportunity you are seeking is in yourself. It is not in your environment; it is not in luck or chance, or the help of others; it is in yourself alone."

-- **Orison Swett Marden**

"Opportunity is a haughty goddess who wastes no time with those who are unprepared."

-- **George S. Clason**

MESSAGES

from the Masters...

THE 12 ABSOLUTELY UNBREAKABLE LAWS OF BUSINESS

by Brian Tracy

- 1. The Law of Purpose:** The purpose of a business is to create and keep a customer.
- 2. The Law of Organization:** A business organization is a group of people brought together for the common purpose of creating and keeping customers.
- 3. The Law of Customer Satisfaction:** The customer is always right.
- 4. The Law of the Customer:** The customer always acts to satisfy his or her interests by seeking the very most and best at the very lowest possible price.
- 5. The Law of Quality:** The customer demands the very highest quality for the very lowest price.
- 6. The Law of Obsolescence:** Whatever is, is already becoming obsolete.
- 7. The Law of Innovation:** All breakthroughs in business come from innovation, from offering something better, cheaper, faster, newer or more efficient in the current marketplace.
- 8. The Law of Critical Success Factors:** Every business has a number of critical success factors, which measure and determine the success or failure of the organization.
- 9. The Law of the Market:** The market is where buyers and sellers meet to set prices and determine the allocation of money, labor, materials and all factors of production.
- 10. The Law of Specialization:** To succeed in a competitive marketplace, a product or service must be specialized to perform a specific function and be excellent at satisfying a clearly defined need of the customer.
- 11. The Law of Differentiation:** A product or service must have a competitive advantage or an area of excellence that enables it to stand out from its competitors in some way if it is to succeed in a competitive marketplace.
- 12. The Law of Segmentation:** Companies must target specific customer groups or market segments if they are to achieve significant sales.

The purpose of this newsletter is to provide information of general interest to our clients, potential clients and other professionals. The information provided is general in nature and should not be considered complete information on any product or concept described.

For more complete information, please contact me (Office: (855) 236-7626).

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