



## POTENTIAL RESULTS OF A FORCED LIQUIDATION

### **Do You Know What a Forced Liquidation Can Do to the Value of Your Business?**

If liquidation is forced on a disabled business owner or on the executor of a deceased business owner, it can quickly become public knowledge that there is pressure to dispose of the business, and these results can be anticipated:

- Sale of business assets at greatly reduced prices.
- Elimination of the disabled business owner's or surviving family's primary source of income.
- Sacrifice of any goodwill value that might have facilitated sale of the business as a going concern.
- Difficulty in collecting accounts receivable.
- Immediate demand by creditors for settlement of their claims.
- Possible liquidation of other estate assets to pay business debts.

The liquidation value of a business is unpredictable and may be substantially less than the value of the business as a going concern.

### **The Alternative... A Planned Liquidation:**

In some situations, the liquidation of a business interest at an owner's death or disability may not be just an appropriate decision. It may, in fact, be the only possible outcome under either of these circumstances:

- The success of the business is completely dependent on the personal skill and experience of the owner.
- There is no successor management in the form of a capable family member, a co-owner, a key employee interested in purchasing the business or an outside buyer.

**In these circumstances, the question then becomes:**

**Will the liquidation take place on a forced basis, or will it be planned in advance to allow for the most advantageous disposition possible?**

When liquidation of the business at an owner's death or disability is the only viable alternative, the primary objective should be to plan in advance for an orderly liquidation that results in the greatest possible value for the disabled owner or surviving family. Please contact my office if we can help.

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

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## QUOTES

*from the Masters...*

### On Getting Started

"Each indecision brings its own delays and days are lost lamenting over lost days...What you can do or think you can do, begin it. For boldness has magic, power, and genius in it."

-- **Johann Wolfgang von Goethe**

"Think big, start small."

-- **Patricia Fripp**

"Your present circumstances don't determine where you can go; they merely determine where you start."

-- **Nido Qubein**

### On Goals

"The ultimate reason for setting goals is to entice you to become the person it takes to achieve them."

-- **Jim Rohn**

"Goals in writing are dreams with deadlines."

-- **Brian Tracy**

"Hold fast to dreams, for if dreams die, life is a broken-winged bird that cannot fly."

-- **Langston Hughes**

## MESSAGES

*from the Masters...*

### FACING THE ENEMIES WITHIN

*by Jim Rohn*

We are not born with courage, but neither are we born with fear. Maybe some of our fears are brought on by our own experiences, by what someone has told you, by what you've read in the papers. Some fears are valid, like walking alone in a bad part of town at two o'clock in the morning. But once you learn to avoid that situation, you won't need to live in fear of it.

Fears, even the most basic ones, can totally destroy our ambitions. Fear can destroy fortunes. Fear can destroy relationships. Fear, if left unchecked, can destroy our lives. Fear is one of the many enemies lurking inside us.

Let me tell you about five of the other enemies we face from within.

**The first enemy that you've got to destroy before it destroys you is indifference.** What a tragic disease this is. "Ho-hum, let it slide. I'll just drift along." Here's one problem with drifting: you can't drift your way to the top of the mountain.

**The second enemy we face is indecision.** Indecision is the thief of opportunity and enterprise. It will steal your chances for a better future. Take a sword to this enemy.

**The third enemy inside is doubt.** Sure, there's room for healthy skepticism. You can't believe everything. But you also can't let doubt take over. Many people doubt the past, doubt the future, doubt each other, doubt the government, doubt the possibilities and doubt the opportunities. Worse of all, they doubt themselves. I'm telling you, doubt will destroy your life and your chances of success. It will empty both your bank account and your heart. Doubt is an enemy. Go after it. Get rid of it.

**The fourth enemy within is worry.** We've all got to worry some. Just don't let it conquer you. Instead, let it alarm you. But you can't let worry loose like a mad dog that drives you into a small corner. Here's what you've got to do with your worries: drive them into a small corner. Whatever is out to get you, you've got to get it. Whatever is pushing on you, you've got to push back.

**The fifth interior enemy is over-caution.** It is the timid approach to life. Timidity is not a virtue; it's an illness. If you let it go, it'll conquer you. Timid people don't get promoted. They don't advance and grow and become powerful in the marketplace. You've got to avoid over-caution.

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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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