

BUSINESS EUTHANASIA ARE YOU LIVING IT?

Create cash flow, control & certainty for your business.

For many small and medium business owners adopting a business succession plan to address the 'what if' scenarios is not at the top of the priority list when they have their sleeves rolled up dealing with the day to day running of their business.

However to realise the importance of having plans in place business owners need only to properly consider the impact that a lengthy absence (medical illness) or permanent departure (premature death) of a shareholder or keyperson will have on the continued viability of their business.

Where there is a failure to plan, business euthanasia, is alive and well in a majority of small business with more than 70% having no plan at all.

MORE THAN JUST THE BASICS

Business succession planning not only addresses cash flow and revenue protection but also extends to the orderly transfer of shareholder interests when a shareholder exits the business, both on a voluntary and involuntary basis, and ensures that the respective financial interests are not eroded away as the business struggles to cope with the loss.

In a majority of cases insurance is more often than not the most economical and commercial funding mechanism that is used however a significant barrier that business owners note that discourages a succession plan is the cost of the insurance.

PREMIUM REBATE FACILITY

As specialists in the Business Succession Area Specialist Advice Services Pty Ltd has developed a customised and tailored facilitation model to benefit clients. Our experience tells us that in some cases premiums payable can be significant and clients may be able to benefit from a brokerage rebate facility whereby they can have up to 50% of the brokerage payable rebated back to them.

This is a great win for both parties on the basis that clients are ecstatic to receive up to half their premium back and blends well with Specialist Advice Services Pty Ltd corporatised model.

SMOOTH & EFFICIENT PROCESSING

Backing up this offering is a support service that guides clients through the underwriting and implementation process to make it as smooth and efficient as possible and also offers the first point of contact and ongoing support in the event of a claim being lodged.

MAKE A PLAN



Daniel Poultney
Executive Risk Advice

By and by large business owners are intelligent people, although a majority do not have a plan they understand the risks and most intend to make a plan sometime - Specialist Advice Services Pty Ltd simply wants to make it a more attractive proposition for them on both a cost and service basis.

The initial feedback that we have received thus far has been extremely encouraging and it has certainly been well received by the business community with great interest in the offer.

Daniel Poultney is the Principal of Executive Risk Advice, a division of Specialist Advice Services Pty Ltd.

FACTS

- 48,500 Australians suffer a heart attack in any one year.¹
- 1 in 3 men and 1 in 4 women will suffer from cancer in their lifetime.²
- 43,000 people died from cancer in 2010.²
- 1 in 6 men and 1 in 4 women will suffer a disability during their working life that results in taking more than six months off work.³

1: Heart Foundation, Australian Facts 2008: Heart, Strokes and Vascular diseases.

2: The Cancer Council Australia, www.cancer.org.au April 2009.

3: National Health Survey: Injuries, Australia 2001 ABS Cat No. 43840.0 - Australian Bureau of Statistics, 2003 - Based on people aged between 35 and 65.

SPECIALIST *ADVICE*

SERVICES

RESPONSIBILITY

Dynami Financial Services Pty Ltd holds an Australian Financial Services Licence No. 522830 and is responsible for the advice provided by its representatives.

BETTER *PEOPLE* BETTER *SOLUTIONS* BETTER *SERVICE*

SPECIALIST *ADVICE* | 1300 615 232
SERVICES

📍 Level1, Suite 5, 100 Mill Point Rd
South Perth WA 6151

✉️ PO Box 940 South Perth,
WA 6951

🌐 specialistadvice.com.au

✉️ service@specialistadvice.com.au

Dynami Financial Services Pty Ltd | ABN 30 640 111 235 | AFSL 522 830

The contents of this document/email have been prepared without taking account of your objectives, financial situation or needs. Because of that you should, before taking any action, consider whether it is appropriate having regard to your own objectives, financial situation and needs. Before considering a financial product (i.e. insurance or superannuation) you should obtain the Product Disclosure Statement relating to the relevant financial product (which contains full details of the terms and conditions of the relevant financial product) before making any decision about whether to acquire the financial product.