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# Navigating A Business Transition: From the Owner's View

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## Today's Agenda

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**Introduction**

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**Lifecycle: Business, Personal & The Overlap**

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**Personal Financial Planning: Defined**

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**Coordinated Team of Advisors**

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**Wrap Up, Q&A**

# Choreo by the Numbers

**Our team puts** clients and their families first by mastering the planning skills that really matter. And we have the credentials to prove it.

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**6,000+**

Families Served

**\$14.8B**

Assets Under Management

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**185+**

Wealth Management Employees

**105+**

Advanced Credentials

**20+**

Years Continuous Experience

**48**

Locations

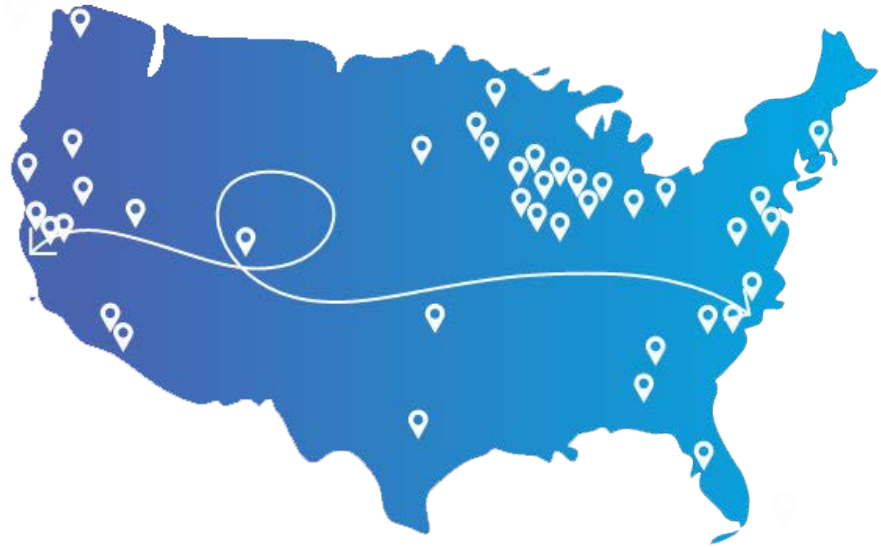
*All numbers are approximate. As of February 28, 2023, \$12.2B constitutes regulatory assets under management, with an additional \$2.6B in assets under advisement related to holdings of clients for which we provide aggregated reporting, financial planning, wealth management consulting, retirement plan consulting and advisory services, and/or similar services. Locations are as of April 30, 2022 and includes any place a teammate is located whether in an office or remote.*

# We Have Resources Across the Country



**Wherever you are, we have the ability to partner with you.**

Our advisors have home offices located across the country but have the ability to work with you regardless of location.



# Our Core Strengths Set Us Apart



## Strong Pedigree, Promising Future



For the last 20 years, we seamlessly connected our clients' financial needs, first inside a large tax and accounting firm, and **today as Choreo**, an independent firm that leverages our roots at the intersection of **sophisticated wealth management, tax and business life cycle consulting**.

## Differentiated Expertise



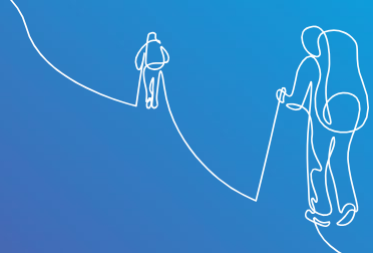
We believe the level of **training, expertise and technical acumen** our advisors sets them apart from their industry peers. Many are CFPs, CPAs and/or CFAs, ideally positioning them to **provide a 360-degree view of investments, finances and taxes**.

## Collaborative Partners



We are one of the few firms delivering this **high-level tax and wealth advice through a collaborative team approach**, using the experience and insight of our professional to **seamlessly tailor and connect a broad array of solutions**.

# What Matters: The Business, The Owner, Both



## The Business

- Leadership & Management
- Finance
- Planning
- Infrastructure & Technology
- People
- Operations & Product Development
- Sales & Marketing

## The Business & The Owner

- Family in the Business
- Ownership Structure
- Impact of Business on Personal Decision-Making

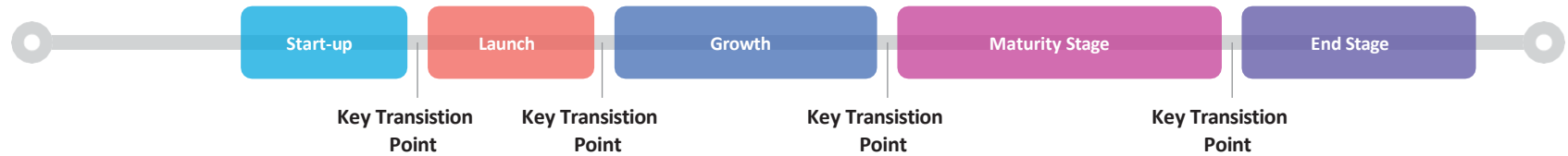
## The Owner

- Financial Planning
- Investment Advisory
- Personal Risk Management
- Charitable Planning
- Personal Tax Planning
- Estate Planning

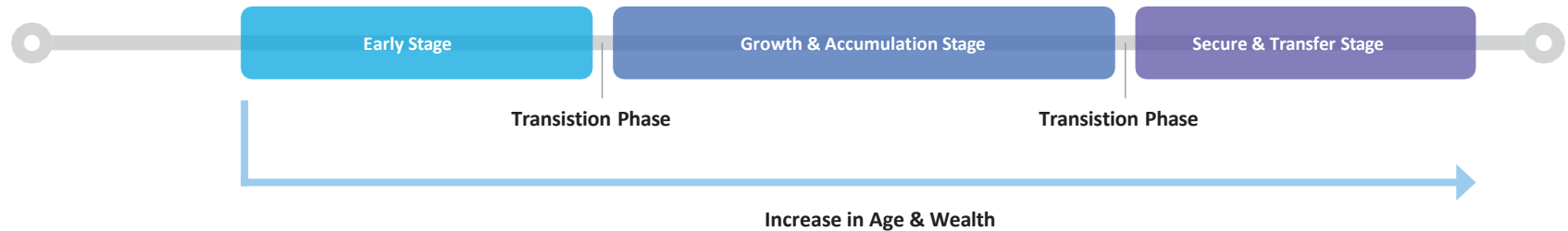
# The Lifecycle of an Owner-Managed Business



## The Business



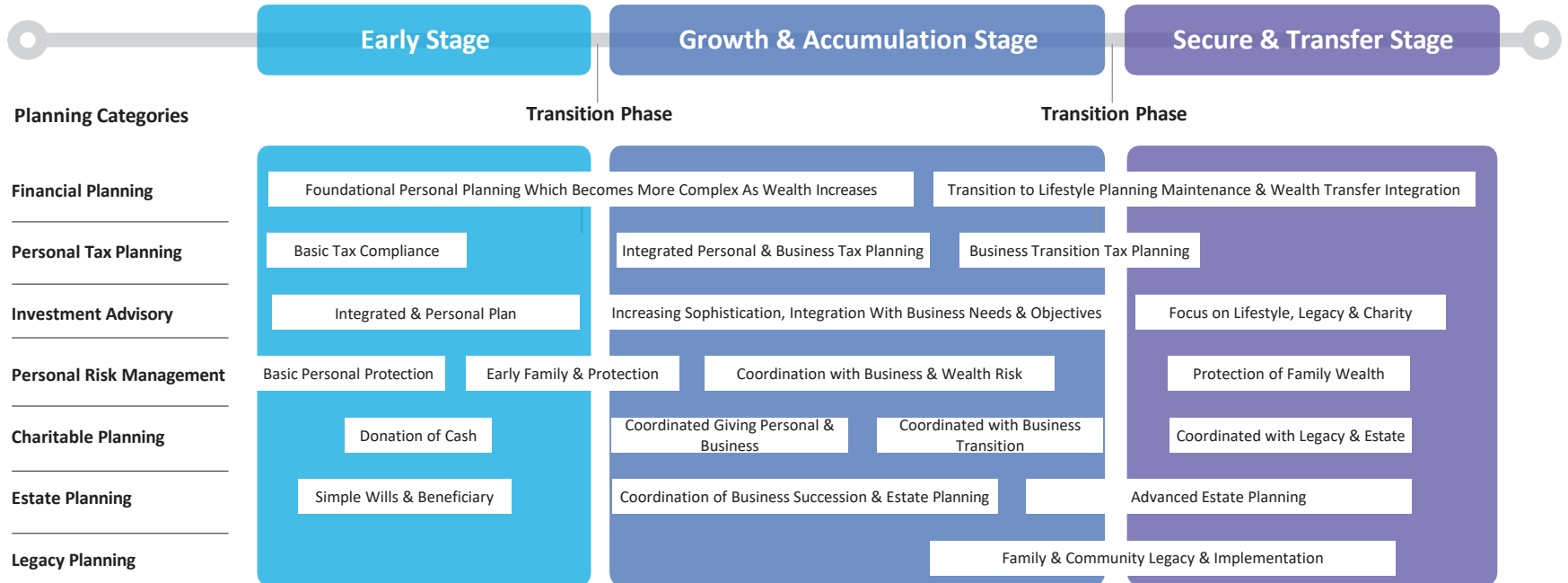
## The Owner



# Owner Planning Opportunities Through Life Cycle & Transition Phases

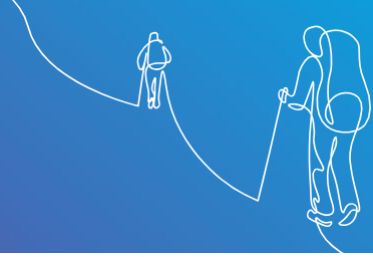


## The Owner





# Polling Question: #1



Where Do You Believe **You Are In The Lifecycle?**

- Early Stage**
- Growth & Accumulation Stage**
- Secure & Transfer Stage**
- Other**

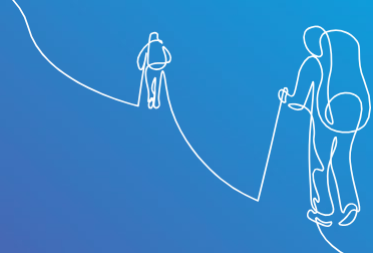
## Polling Question: #2



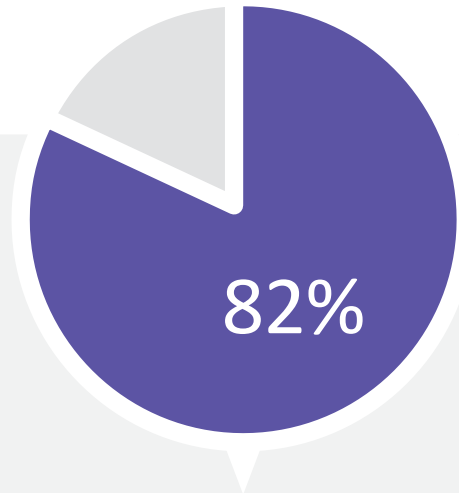
### What Is The Status Of Your **Personal Financial Plan**?

- I have a financial plan** *and no changes are necessary*
- I have a financial plan,** *but it may need updating*
- I have no financial plan** *and need to start this process*
- Not sure**

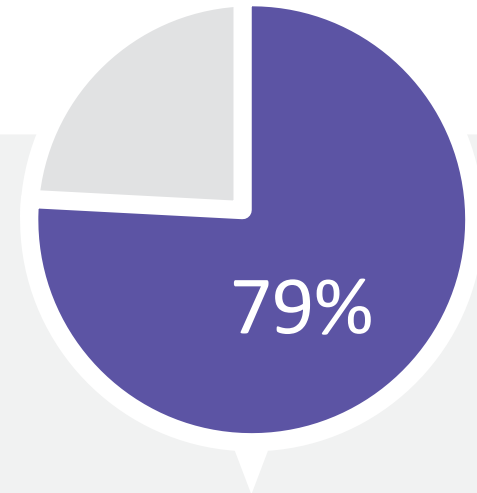
# You Can't See "The Big Picture" Without a Financial Plan In Place



Having a financial plan in place helps to **reach your desired financial independence.**



**Percentage of Americans** who don't have a financial plan in place



**Percentage of Americans who** consider themselves "planners" **don't have a financial plan in place**

# The Process



A sound financial plan should answer **3 important questions:**



**Will I have enough money during my life?**  
Creating, growing and preserving wealth



**Will it support my lifestyle objectives?**  
Planning for the use of wealth during life

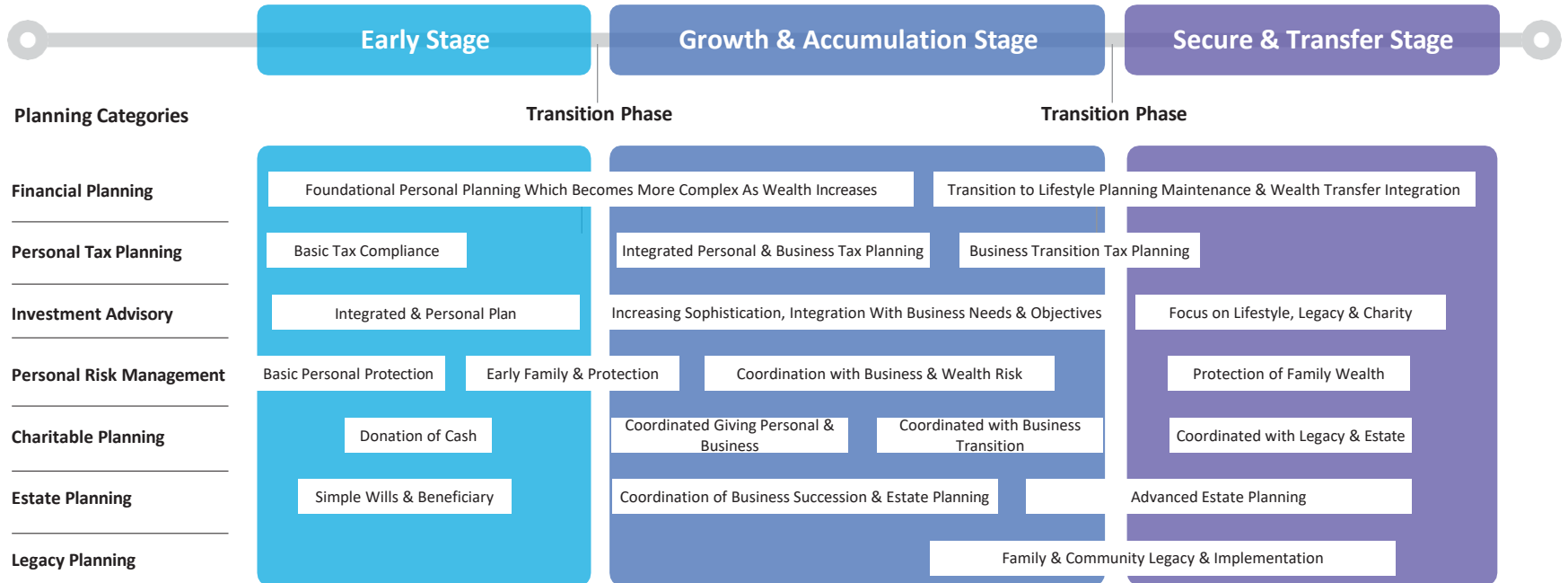


**What happens to my money when I die?**  
Planning for distribution of wealth at death

# Owner Planning Opportunities Through Life Cycle & Transition Phases



## The Owner



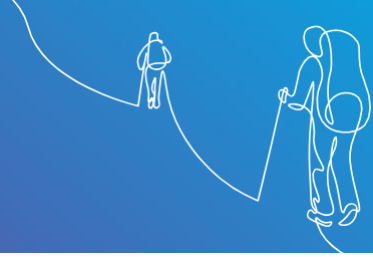
# Financial Planning: Common Mistakes



## Financial Planning: Common Mistakes

- Using a “Set it and forget it” approach to financial planning
- Underestimating lifestyle expenses
- Retiring too early / save too little
- Spending beyond one’s means, before retirement and early in retirement
- Assuming too little or too much risk in your investment portfolio
- Concentrating risk within individual stock or business interest
- Attempting to time the market
- Filing early for (reduced) Social Security benefits despite expected longevity
- Ignoring the impact of sudden wealth on beneficiaries (don’t screw up your beneficiaries)
- Letting emotions drive decisions: you are the greatest risk to a successful financial plan

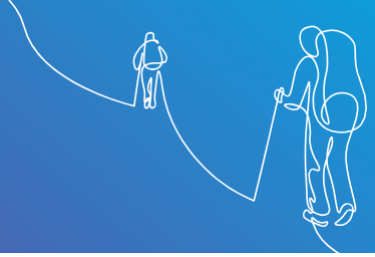
# Polling Question: #3



**Do you see a potential business transition within:**

- 1 – 2 years**
- 2 -5 years**
- 5 – 10 years**
- 10 years and beyond**

# Post-Transaction Planning for the Business Owner



## Planning Opportunities

### Understand your personal financial objectives

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Lifestyle

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Charitable giving

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Family goals

### Evaluate impact of proceeds from an exit event

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Liquidity and cash flow

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Estate Planning

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Risk management

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Investment planning

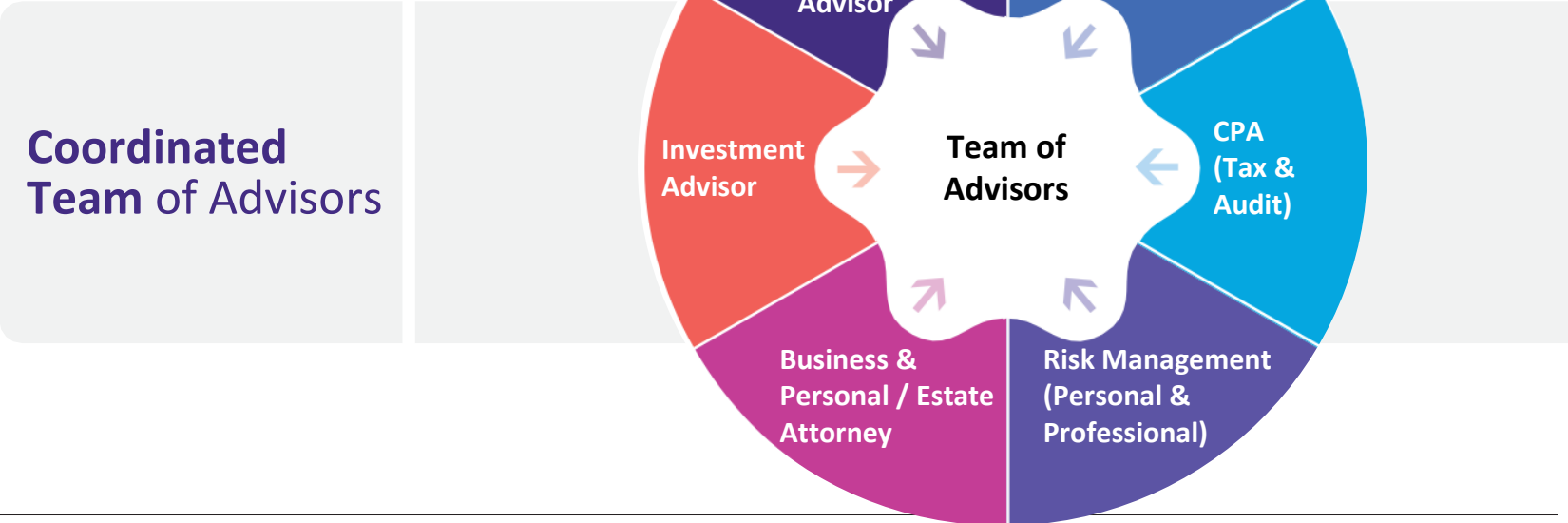
### Develop a personal plan

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Spend time to come  
to terms with how  
your life will  
continue to be  
fulfilled and have  
purpose



# Coordinated Team of Advisors



# Sample Roadmap



# Wrap-Up & Next Steps



## Wrap-Up & Next Steps



### Start Early

- It's never too early, but often it's too late
- The sooner you start, the higher the probability of success
- The closer to transition, the greater the emphasis on the business, not the owner

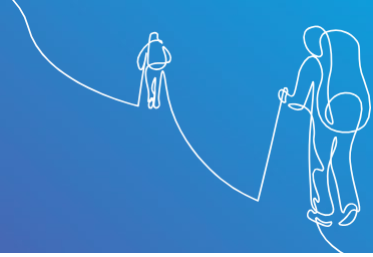


Begin to **build your team** of Advisors



Reference **Handout** Materials

Q&A



# Questions & Answers



# Thank you!

Please complete the session evaluation for  
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# General Disclosures



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