



Protecting **What Matters Most** for the **Long Term**

Next Generation planning is less about the transition, and more about anticipating its aftereffects, to assure and enrich your legacy.



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Raising Expectations for the next generation

The livelihood of your business is the result of both smart and long-term decisions. It stands to reason then that the legacy of your business is dependent upon the same.

The unfortunate reality is that many business owners—especially those that are family-owned—have no formal exit strategy for their businesses and estates, often leaving it up to family members to figure out what will happen when they're no longer in charge.

Successfully transitioning a business to the next generation requires dexterity when communicating with siblings or children, committed focus on grooming future leaders, impeccable timing in understanding when to make ownership and leadership changes, and financial expertise in minimizing tax exposure while maximizing operational investments.

This guide will help you better understand the steps to create a Next Gen plan that will sustain you, your business, your heirs, and your legacy, on both a financial and an emotional level. The right information can help you protect the asset base you've worked so hard to build. And generate the legacy, peace of mind, and lifestyle you desire.

Long-term success is dependent upon the understanding of four life lessons:

RETIREMENT IS INEVITABLE.

SUCCESSION PLANNING IS NECESSARY.

NEXT GENERATION DEVELOPMENT IS CRITICAL.

TIMING IS EVERYTHING.

Next Gen strategy is the most important initial step
in a succession plan to ensure a successful long-term transition

First, your exit requires navigating your business through the transition process (whether that is in the form of a family transfer, sale, or employee buyout). This typically involves considerations around positioning your business, professional valuations, timing, tax implications, what kind of payout would be appropriate or necessary, etc. – all of the mechanics of the transition plan.

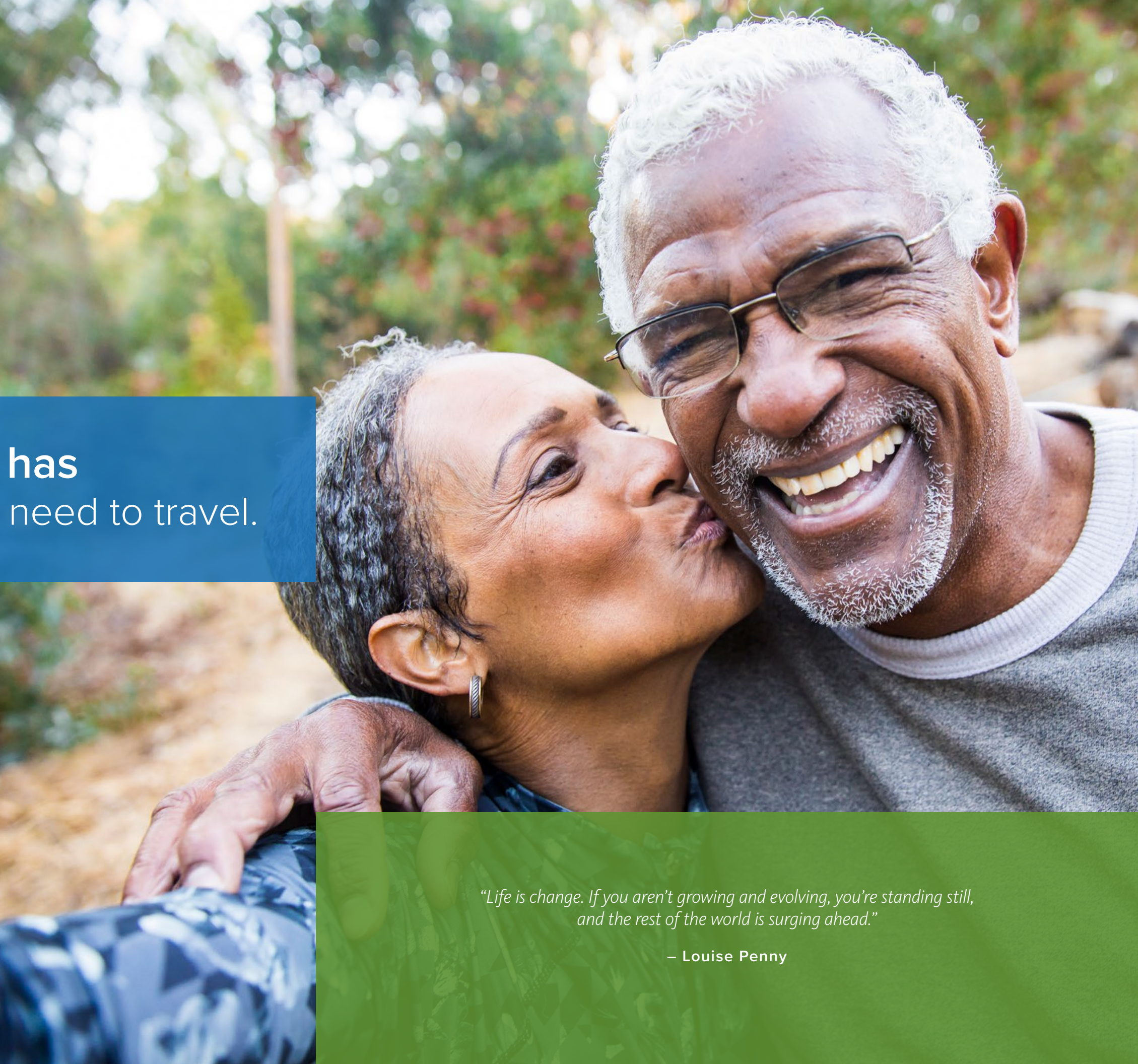
But focusing solely on the mechanics is actually putting the cart before the horse. The future success of your business, family, and personal goals (since all or most of the cash received occurs after the sale or transition takes place) is actually more dependent on next generation strategies.

A succession/exit plan has two tracks that owners will need to travel.

Next Gen Strategy involves a path of discovery—the vision you have for your business and legacy—making sure that whoever you are transitioning your ‘blood, sweat, and tears’ to will be in a position to take over and effectively run the business.

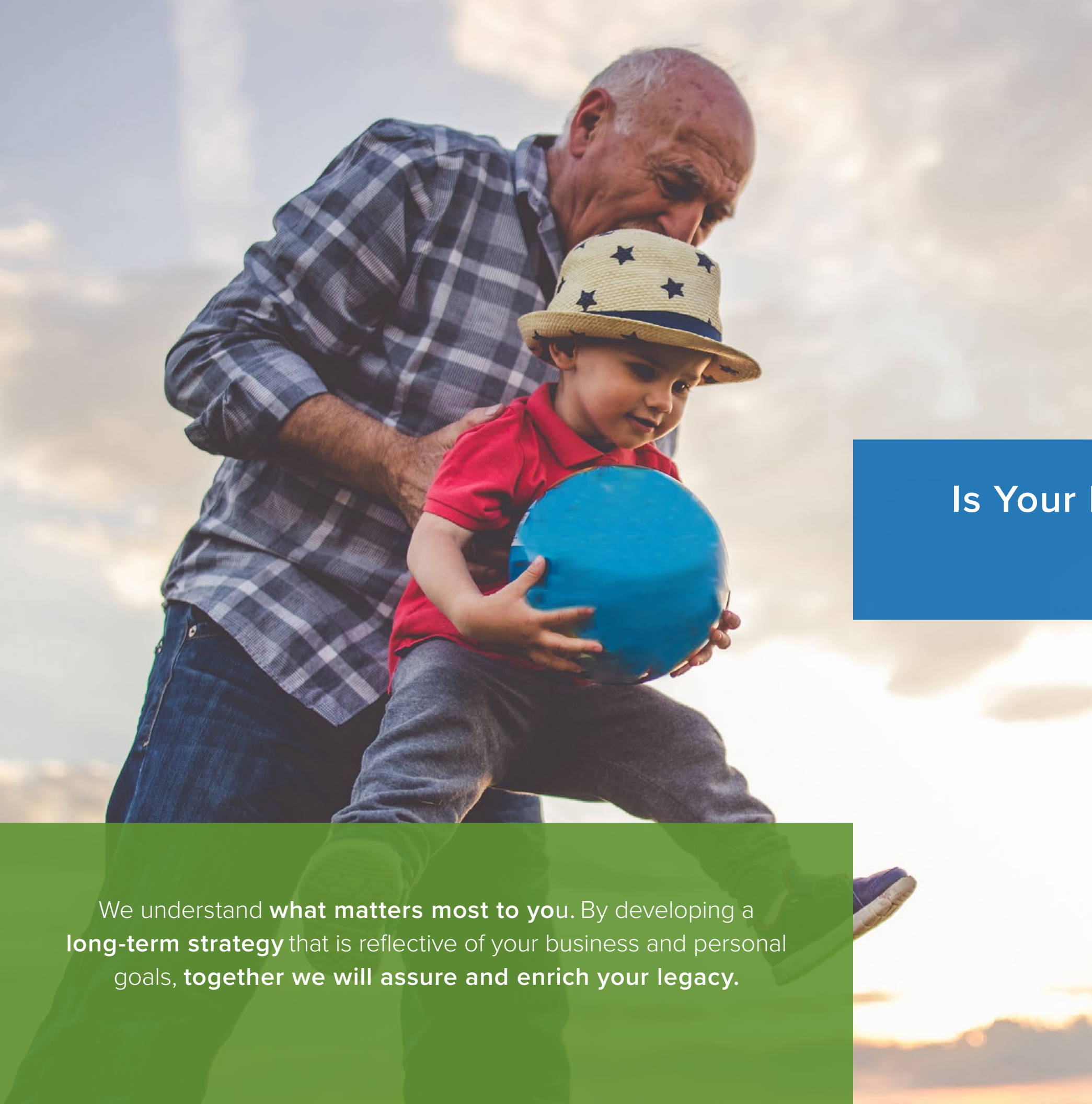
Next Gen will incorporate a qualified appraisal of your business—critical to making strong decisions around timing it right, and to provide greater financial benefits in the long term. It can also alleviate risk factors related to family structures, litigations, dissolutions, shareholder disagreements, and other considerations when selling, purchasing, or transitioning a business.

Next Gen also includes the development and deployment of your legacy plan. It encompasses trust and estate planning to create an enduring legacy that passes on your values in addition to your assets. It considers your life and goals to accumulate and manage wealth, as well as plan for life’s uncertainties and mitigate risks.



“Life is change. If you aren’t growing and evolving, you’re standing still, and the rest of the world is surging ahead.”

– Louise Penny



We understand **what matters most to you**. By developing a **long-term strategy** that is reflective of your business and personal goals, **together we will assure and enrich your legacy**.

Pinion's Next Gen advisory team can help you navigate tough business decisions, emotionally charged family discussions, and entity transitions.

If our decades of experience helping businesses and families to succeed at transitioning have shown us anything, it's that owners who plan ahead have more time and ability to minimize risks, maximize assets, increase equity, and decrease the tax burden of their businesses.

Getting started.

Wondering where to begin? The process starts with a few discovery questions:

- Who will be your successor?
- How much is your business worth?
- How much do you need to retire?
- When do you hope to transition?
- What's next for you?

Don't worry, we can help you answer these questions.

Is Your Business and Family at Risk of losing everything?

NEXT GEN EXPERTS

will guide you through:

- **Discovery** – defining the change you'd like to see; identifying your vision for the future; performing a business valuation to assess options and align long-term goals
- **Difficult situations** – handling sensitive, challenging, and family matters; exploring options, facilitating discussions, and providing seasoned experience and advisory
- **Leadership and succession progression** – developing the timelines, resources, leaders, and process that will meet your goals
- **Transition navigation** – preparing you and your business emotionally, financially, and operationally for the transition and/or your exit
- **Estate planning** – proactively preserving your wealth and planning for the distribution of assets; administration tasks related to tax minimization surrounding estates, trusts, and gifting; managing and structuring multiple entities
- **Transferring to the next generation** – implementing the succession plan
- **Building and leaving a legacy** – mitigating business and personal risks; preserving family wealth and growth; securing a future for your business



Meet Your Next Gen Strategy Team



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