

# Advanced Markets: Together We Create Ideas

As most of you know, we perform business valuations for advisors, so they can use the valuation as a way of opening or expanding an insurance planning conversation with their business owner clients. Over the last several years we have done hundreds of business valuations that have assisted advisors in making sales.

Starting this year, we added one feature to our valuation service: we now include a phone conference with the producer to review the valuation and talk about sales ideas and talking points for the client presentation. We've always conducted phone conferences with some of the valuations we performed but starting this year we decided to include the phone conference in every valuation. So far, it seems to be time well spent.



A good example is a phone conference we had with a producer recently. The business was valued at \$8 million, and we saw a need for key employee coverage on the owner, income replacement for the owner's family and enough insurance to cover business debt. We included those ideas in a document we provided with the valuation. But in talking with the producer, we learned that the owner planned on selling the business soon to an employee. So the producer was glad to hear about our ideas and also mentioned key employee coverage on the future buyer plus a one-way buy sell policy to finance the sale in the event of the owner's death. We, in turn, were glad to hear about his ideas!

Having an exchange of ideas helped us think more broadly for our next valuation and helped the producer present more ideas to the business owner client. If we can modify the time-honored TEAM acronym, it is truly a case of "together everyone is aware of more." More ideas, more concepts, more sales ideas, more chances to assist a client

We can help you present ideas to your business owner clients as well. Give our valuation service and our phone conference a try. Contact us in Advanced Markets to find out how.

***To learn about this and other advanced markets ideas, request to join our LinkedIn group at this link:***

***<https://www.linkedin.com/groups/12106055>***

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