



Understandable Succession Planning: Assuring the Successful Continuation of Your Business

Live Webinar | October 7, 2020 at 11 a.m.

Keynote Speakers: Leon B. Resnick and Terrance K. Resnick

In understandable language, business owners will learn needed tools and strategies in the areas of business succession and wealth preservation and eventual transition of assets (with special focus on their business). Typically the more successful business owners become, they also become more vulnerable. Accordingly, techniques will be discussed showing how to combat those vulnerabilities and assure that the successful business remains just that – successful!

Among the areas of focus will be why successful businesses ultimately fail, the importance of coordinating estate plans with succession plans, addressing active vs. inactive children within a family business (does it make sense to leave the business to all the children?), liquidity issues, valuation methodologies that will satisfy the IRS while lowering the tax bill, the proper type of buy-sell agreements that allow for maximum tax savings and most cost efficiency and insurance funding mistakes that often result in millions of dollars in taxes paid that could have been legally avoided and solutions to avoid this scenario.

The seminar wraps up by tying in many of the areas of the seminar discussion into a real-life compelling family business case study that is sure to strike a chord with everyone in the audience! **Special attention will be given to the most recent tax act and how the current federal estate tax benefit can actually end up harming businesses – and how to avoid this situation!**

Attendees: Although everyone is invited, this valuable program is being offered specifically for the business owners, CFO's and CEO's of our chapter companies. This webinar will be free to all members. We will have a Q&A session at the end of the webinar with the opportunity to setup a complimentary private consultation.

Speakers: Lee and Terry Resnick were keynote presenters at the NASF 2020 Annual Leadership Conference. The twin brothers have presented educational sessions to over 200 organizations around the country, including Coca-Cola, for more than 20 years. Their knowledge and presentation style, and the manner in how they work with their clients, have helped countless privately held businesses to survive and flourish to the next generation of ownership.

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