RAYMOND JAMES

Using life insurance in business planning

As a business owner, you've spent significant time growing and nurturing your business. Raymond James understands that level of dedication and offers comprehensive solutions to help your business continue to thrive. Here's how life insurance can be used to help bolster your business planning strategy by providing distinctive benefits that can help mitigate unexpected losses and increase longevity.

Life insurance can help your business in two main ways – executive benefits and succession planning.

EXECUTIVE BENEFITS	
EMPLOYEE BENEFIT	EXECUTIVE BONUS PLAN Attracts, retains, rewards and offers a sophisticated retirement to key employees **How it works**: The employer covers the cost of the annual premiums through a series of income tax deductible "bonuses" for a permanent life insurance policy that is owned by a key employee.
EMPLOYER BENEFIT	KEY PERSON INSURANCE Provides financial stability as your business recovers from the sudden loss of a key employee, such as a CEO or someone critical to the life of the business **How it works**: The employer is the owner and beneficiary of a life insurance policy that covers the life of the key executive, pays the entire premium and will receive the entire death benefit. NONQUALIFIED DEFERRED COMPENSATION Potentially attractive alternative for accumulating supplemental retirement income for executives who have made the maximum contributions to their qualified plan **How it works**: The employer owns and is the beneficiary of the life insurance policy that covers the life of the executive, providing the business with control and flexibility and future income to the key employees.
MUTUAL BENEFIT	SPLIT-DOLLAR PLAN Provides an attractive benefit for key employees that is less costly to them and more affordable for your business by sharing the benefits of a cash value life insurance policy **How it works**: An arrangement whereby the employer agrees to assist a key employee in paying the premiums of a personal life insurance policy in exchange for rights to share in the death proceeds and/or cash value potential of the policy.

SUCCESSION PLANNING

BUSINESS TRANSITIONING	
	ESTATE PLANNING Encompasses succession and buy-sell planning, as well as managing your business as an asset in your personal estate **How it works***:* Estate planning documents (wills, trusts, power of attorney and healthcare proxies) help ensure that your family is provided for and your legacy endures. **BUY-SELL AGREEMENTS** Helps protect your financial security as well as your heir's in the event of your death, disability or retirement **How it works**: Establishes the method for valuing your business and how it will be transferred or sold with little interruption for employees, customers and creditors.

Reach out to your advisor to discuss the resources available to plan for your current business needs and safeguard the future of your business.

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