

**Center of Influence Letter with BERI™ Statistics**

As a trusted advisor to your business owner clients, I wanted to share some recent statistics from an ongoing research project being conducted by Pinnacle Equity Solutions, Inc., a leader in the business owner exit planning marketplace. According to Pinnacle's research, 83% of business owners have a LOW mental readiness for an exit, while only 17% have a HIGH mental readiness. The reason that I'm sharing this information with you is to ideally begin a conversation with you regarding your business owner's current needs for exit planning and how we may be able to work together to address these needs.

**Selling versus Exit Planning**

The statistics quoted above indicate that the majority of your business owner clients are likely interested in staying with their business and continuing to grow it. In other words, they are not ready for a sale transaction. However, these owners also have a great need to become educated on how and when they will exit their businesses and transition them to a new owner.

The exit planning process is separate and distinct from the business selling process. To put it simply, exit planning is conducted over a multi-year time period and addresses a variety of critical planning areas (i.e. tax, legal, value enhancement, bolstering management teams, etc . . . ) whereas a sale transaction is typically a process that an owner experiences in their last few years of owning the business.

**The Significance of the Recent Data**

The statistics quoted earlier (i.e. 83% of owners having a LOW mental readiness) were drawn from the surveys of over 2,000 business owners who were considering an exit plan. These were owners who were giving enough thought to plans for an exit that they took the survey and, even at that point, 83% of those surveyed stated that they wanted to remain with their businesses for many years to come.

This begs the question: "if 83% of the owners who were interested enough to take the 'exit planning survey' want to stay with their businesses, why did they express any interest at all in taking the survey?"

**Owners Want Planning Solutions, Not Transactions**

The conclusion that can be drawn from this recent survey data is that owners are beginning to think about the future and realize that they are getting older and have the majority of their wealth tied to their business. Therefore, while they do not want to stop working, they can see the importance of putting some plans in place to help assure that they protect their illiquid wealth and work over a number of years to begin the transition process to the next owner.

## How to Begin the Exit Planning Conversation

My exit planning training and Certification provides me with a unique ability to partner with advisors such as yourself to mutually deliver these solutions to business owners.

One of the ways that I can encourage you to introduce this concept to your business owner clients is to forward them the link that I have provided in this e-mail to take the same twenty (20) question, ten (10) minute survey that I mentioned earlier.

### The BERI™ Survey Tool

The survey tool is called the Business Exit Readiness Index™ (BERI™) and it measures an owner's Financial and Mental Readiness for their exit. These two (2) components (financial and mental readiness) form the basis for a 6-step exit planning process that helps to prepare your owner for an exit. I would encourage you to first take the survey yourself to review the questions before forwarding it onto your business owners.

Once the survey is completed by the owner they will get a six (6) page report that tells them their 'readiness' for an exit. I will also receive notification that they have taken the survey and I will share the results with you. We can discuss these results with your business owner client and work together to assist them in creating a customized plan for their exit.

NOTE that the survey results show that owners have an interest in planning for their exit and, as time goes by, this interest will grow. Your clients are being prospected by other professionals who are offering this service so my invitation to you is also a way to help assure that you maintain the strong relationship that you currently have with your business owner clients.

## Concluding Thoughts

The marketplace for exit planning is growing because clients like your business owners have a need for assistance and are beginning to recognize this need in greater and greater numbers. I would welcome a conversation together to see how we can take what we are now learning about business owner's readiness for an exit and turn it into mutual opportunities to serve your clients.

[https://www.berireport.com/Survey/Register/D1FBA772\\_8140](https://www.berireport.com/Survey/Register/D1FBA772_8140)

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