



BLUEPRINTS
FOR TOMORROW®

Beauty is in the Eye
of the Buyer
July 2017 Newsletter

Working with thousands of business owners over the last 40 years, it has been my experience that very few individuals really know what their businesses are worth, and those that do, often overvalue the worth of their business. What you think your business is worth and what somebody is willing to pay for it might be two very different scenarios.

Business owners frequently flip-flop on the value of their business depending on who they are talking to. When they go to a lender, they over value it. When they are talking to their estate planning attorney, they undervalue it. Sadly, we have had many business owner clients die in the last 40 years. When the dust settles, I am often in disbelief about how blindsided the family is. For years the family has been told that the business was worth X value, but only then do they find out that the business is worth only Y. This is a reality check that no family should face, especially at such a difficult time.

There are 200 million businesses worldwide, and only 2% of them actually know their true value. This is a major issue considering the fact that 75% of a business owner's net worth is tied to their business.

Often, the business is the family's largest asset and source of income. Consider what this can mean if you have future plans to sell your

About Us

Blueprints For Tomorrow is a nationally recognized financial services company that specializes in business contingency/succession, key employee retention, and retirement planning.

We work directly with closely held businesses to create customized strategies and solutions to prepare for the unexpected. As a third-generation company with over 40 years in the industry, we have had the pleasure of serving over 3,000 business owners and their families across the country.

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company and are counting on its it to help fund your retirement and to complete other goals.

Every business owner should take the time to find out what their business is really worth. A good place to turn to for a valuation is a Certified Business Valuation specialist or your CPA.

Remember, the final value of the business is only worth what someone is willing to pay for it.

We Prepare Business Owners for the Unexpected

It takes a lifetime to build a business and it takes a moment for it to fall apart. All it takes is an unexpected death, an unforeseen illness, or a key personnel departure. Business owners must understand the possibilities, prepare for the risks, and plan for their continuity and succession. Protecting the business means protecting the families that depend on it. The financial stability is interconnected. We understand this because we live it ourselves. - **Founder, Nathan S. Sachs, CLU, ChFC, CFBS, CTP**