

Like many smart business owners, you've insured your physical assets from theft or damage.

But what would happen if you or one of your key people died prematurely or suffered a life-threatening illness?

Protect your business from the loss of
key people



MILESTONE

WEALTH & ESTATE
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making every mile count

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Every company has key people



You probably don't have to look far to identify people essential to your company's success.

These are the people with:

Proven ability to grow sales
Highly specialized technical skills
Personal relationships with valued customers
Responsibility for major projects

Whether it's a valued employee, a business partner or yourself, each key person brings energy and expertise that can be difficult and costly to replace.

How would losing a key person impact your business financially?

■ Consider the effects of a key person's critical illness or premature death

- Could it affect your short-term and long-term profits?
- How much will it cost to replace the key person?

Recruiting	\$
Training	\$
Relocation	\$

- Will creditors shorten payment terms or call in loans?

Insurance on you and your key people can help prevent an unexpected loss from financially harming – even destroying – the business you've worked so hard to build.

■ Key person protection – it's simply good business

Two proven building blocks for key person protection are life insurance and critical illness insurance.

Your business can use the insurance funds to:

- Pay debts and expenses to help keep operations running
- Find and train a suitable replacement
- Increase cash flow to compensate for lost revenues
- Assure creditors and suppliers that funds are available to meet commitments
- Show customers the business has the means to continue

Determine the value of your key people

Ask Milestone Wealth and Estate Planning Group Inc. how you can implement key person protection as part of your business plan.