



Protective® product

Small business fact finder

Business overview:

Name of business	Number of years in operation	Started by current owners (Y/N)	Business advisors	
			Attorney:	Financial advisor:
			Accountant:	Bank:

Business owners:

Name	Age	Ownership %	Relationship (family or non)	Marital status	Number of dependents	Best way to contact

Business continuation:

1. Generally, what is the current plan for the future state of the business?

Expand Maintain Sell Gift Other

2. What is the intent for the business if something were to happen to the business owner?

Maintained Sold Liquidated Other

3. Who will be responsible for the business if the business owner passes?

Name:

Currently with the business (Y/N):

Relationship to business owner:

Business continuation concerns:

Concern	Description	Concern level
Replacing income	The most typical of concerns. Is the client showing more concern for how the family or business would operate/survive without his or her income?	
Covering debts if they pass	It is possible that the business owner has loans that won't go away in the event of his or her death. Is life insurance an option to help pay off those debts?	
Equalizing inheritance	What are the business owner's estate plans? Life insurance can help business owners leave equal inheritance in the case of one beneficiary receiving the business and another not.	
Establishing a buy/sell agreement	A buy/sell agreement spells out what happens to the business if something happens to one of the partners. Does your customer want his/her partner to assume their share of ownership? Do they have a purchase plan in place?	
Covering a key person	In some cases, a business may have an employee that truly keeps the business moving. If something were to happen to that employee, the business may not be able to sustain itself for long. Does this company have such a person?	

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