

Protect your business with a buy sell agreement

[Music begins]

Narrator: For small businesses, ensuring the continuation of the business requires careful planning.

Ask yourself, what would happen if one owner dies or becomes disabled?

Would you want to be in business with your partner's family?

Probably not.

Fortunately, this can be avoided with a plan and legal agreement called a buy sell agreement

What is a buy sell agreement?

It is a legally binding agreement with terms requiring one party to sell and another party to buy a particular ownership interest upon the occurrence of a triggering event.

Such as death, disability or retirement.

A properly constructed buy a sell arrangement will include the legal agreement and the funding sources.

The legal agreement will specify who can purchase the business interest and what circumstances trigger the sale.

The funding source in a buy sell is often life insurance; particularly in the event of death.

This allows the owners to fund the sale without an immediate and substantial financial strain and the funding will be available at a time when it is needed most.

A buy sell agreement offers many advantages to the business.

First, it states who can become a future owner.

Second, it ensures that an exiting owner's family will receive a fair price for the business.

Planning also creates confidence and security for employees, clients and creditors.

Not all buy sell arrangements are the same.

In some cases, it might be important to identify a key employee and/or family member who is right for running the business, as not every employee or family member is qualified to be in this position.

The strategy you use will depend on your situation.

Are you ready to start talking about your business succession strategy?

An experienced financial professional can help provide you with practical solutions and discuss with you the different types of buy sell agreements and the advantages life insurance can bring to your business.

[Ohio National Financial Services logo shown on the screen]

[Disclosures shown on the screen]

Insurance and annuities are issued by the Ohio National Life Insurance Company and Ohio National Life Assurance Corporation.

Product, product features and rider availability vary by state.

Issuers not licensed to conduct business and products not distributed in Alaska, Hawaii or New York.

[Company history shown on the screen]

Tracing its corporate origins to 1909, Ohio National markets a variety of insurance financial products in 47 states (all except Alaska, Hawaii and New York), the District of Columbia and Puerto Rico, with subsidiary operations in South America.

We are committed to building long-term relationships with our customers and to providing them with solutions as their needs change over time.

[Disclosures shown on the screen]

Nothing herein constitutes or is intended as legal or tax advice.

All legal documents referenced must be prepared for a qualified attorney.

Approved for client use.

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