

Key Person Insurance



PLAN FOR WEALTH
we plan. you prosper.

Key person insurance is an important Business Continuation Strategy
IF your business employs someone (including you) who could not easily be replaced.

RECRUITMENT - TO REPLACE THE KEY PERSON

- Money to hire, train and retain key employees to grow and protect your business

MONEY TO MANAGE DEBTS

- Debts can be paid down or off to help the business carry on
- Shareholders can be paid off to satisfy a buy/sell agreement quickly and easily
- No surprise drain on the company's cash flow

ENSURE YOUR COMPANY'S FINANCIAL HEALTH

- Money into the balance sheet to reassure creditors and the bank of the company health

MONEY BUYS TIME TO PLAN AND MAKE CHANGES

- An influx of money to help the business during a difficult transition
- Money to hire someone while the business is marketed for sale
- Satisfy shareholder concerns about the business health
- Money to survive a loss of revenue related to the death of a key person



Who is Plan for Wealth Ltd?

Rhonda Martin is a seasoned veteran in the life, health and wealth management industry and understands the needs of business and the pressures on Canadian families.

Zach Davidson brings a wealth of banking, insurance and investment knowledge and experience. Together they pride themselves on tough negotiating with insurers, personal attention, service and financial expertise to achieve plan success as well as member and company satisfaction.

Behind the scenes are a team of dedicated and highly experience group health and wealth professionals, led by Plan for Wealth.

Located inside Staebler Insurance
at: 871 Victoria St. N
Kitchener, ON N2B3S4

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Proud Partners of Staebler Insurance

A trusted referral partner
Located on-site in the Staebler offices

Key Person Insurance and Buy/Sell Agreements



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When is it time to review your Buy/Sell or Shareholder Agreement?

- Do you have an agreement? Does it need revisiting?
- Is it insured? Does the insurance match the current shareholder values?
- Has business structure or size changed since the agreement was done?
- Is the business newly reliant on a key person?
- Have the needs of surviving spouses or heirs changed?
- Does the business have the cash flow to manage through a key loss?

How much coverage and what kind of insurance to buy?

- As experienced advisors, we work with you and your accountant to determine the business need now and in the future so the plan lasts.
- Risk assessment and plan sizing experts

Using an experienced business insurance agent in key.

- As Independent brokers we can give you coverage options and discuss various types of insurance to fit your business needs
- We shop the market for you and get you best service and value
- We do the work, and are here with you through the process

How do we get started?

Call us at **519.778.0905** to book a meeting.

Help us understand business structure, growth, concerns, risks
We can do a Buy/Sell agreement review and make suggestions.

Let us get to work to prepare recommendations.

- Various plan levels to suit budget and goals
- Honest pros/cons for your consideration
- We will shop the market for your coverage
- Champion overseers of the underwriting process to get coverage approved.



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