

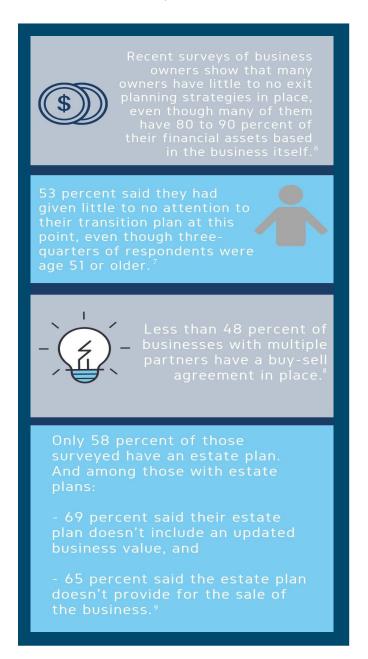


Big Opportunity in the Business Market

Business owners work hard to establish their business and keep things running smoothly. However, they often get so lost in the day-to-day activities of running the business that they often don't have the necessary plans in place when something critical happens. Many haven't even taken the time to consider what might be needed for their business.

Financial advisors have a unique opportunity to help their business owner clients navigate through the important questions and decisions. Not sure of the opportunity? Take a look at the numbers we've compiled!





Business owners need to know how they can use life insurance in ways that may help support their business. Take advantage of the unique opportunity to educate them on the variety of options available and then present the solutions that may be right for them. Contact us for more information on how you can tailor your approach!

¹ United States Small Business Profile, 2018 prepared by the SBA Office of Advocacy ² Manta online poll of business community 5/2017 ³ Small Business Owners Study conducted by Harris Poll 2/2017 ⁴ BizBuySell Insight Report Q1 2019 ⁵ Brookings Institute, 2019 ⁶ Exit Planning Institute, EPI, 2019 ⁷ San Diego Study of Area Businesses, EPI ⁸ Exit Planning Institute, EPI, 2019 ⁹ Exit Planning Institute, EPI, 2019.
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