



## Article

## The Next Move For Business Owners

### **Will You Succeed In Transitioning and Exiting From Your Business?**

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**The Next Move Program™**

What do you hope will be the future outcome of the time and financial investment you've made in your business? Based on over a quarter century of working with owners of small, mid-sized and large closely held and family businesses, I've found the answers to this question tend to be very similar. Most owners of business operations have some or all of the following hopes or wishes:

- That your income from your business will continue to grow and provide an increasing standard of living for you and your family.
- That your business will help you accumulate sufficient financial resources for a comfortable retirement.
- That your business will not suffer or be lost through the negative influence of either internal or external adversities or claims.
- That both your business and your family can financially survive your unexpected, premature disability or death.
- That you can retire upon your own terms, while leaving your business in the good hands of successor management which you have selected and groomed.
- That ultimately you can either pass on a successful and valuable business to your family, or sell your business to your fellow owners, management or an outside buyer of your choice at a full and fair price, while minimizing potential federal and state taxes.
- That you can accomplish all of this with minimal shareholder, management and family conflicts.
- That your advisors will help you understand your options to help you make informed decisions.

These are common business owner wishes, whether you own all or part of your business, whether your business is small or large, whether you are in the business of selling products or services, and whether you started the business yourself or inherited or bought it from someone else.

### **Can You Achieve The Outcome You Want?**

Almost all of the business owners that I have worked with over the years are very good at what they do. They also all realize that a business is not successful or profitable simply because they might wish it to be so. It's a basic and well understood principle of business – to be profitable and

successful, you need to actively take the steps needed to efficiently provide, at a competitive price, products or services that a significant segment of the consumer or business public needs or wants.

You know you can not simply wish or hope this will happen on its own. The successful business requires years of hard work, planning, dedication, and sound business decisions. Likewise, you can't simply wish for your transition and exit to be successful and then expect it to be. You need to actively cause your transition and exit to be successful.

## **How Do You Achieve The Future Exit Outcome You Want?**

You need to actively cause your transition to be successful by taking the right steps today so you have options tomorrow.

## **How Is This Done?**

It's done by first asking two fundamental questions and then taking decisive action based on the answers.

### **Question 1: What Will Be The Probable, Almost Certain, Future Outcome Of My Present Course, If Left Unchanged?**

You should take some time to consider this. What will be the outcome of your present course? Transition success or failure? The probable almost certain future outcome of your investment of time and capital depends on how well you understand this.

### **Question 2: What's Missing, The Presence Of Which Would Make A Substantial Difference In Producing A Better Outcome?**

There are over 100 different Transition and Exit Planning tools and techniques which we select from and use, along with over 40 possible Exit Strategies to successfully provide our clients the missing components, the presence of which equips them and their businesses for achieving a substantially better transition and future exit outcome. These tools and techniques can help you successfully enhance and protect your current and future business profits and value, as well as successfully pass on or sell your business upon your retirement, disability or death.

## **Successful Transitions and Exits**

To be successful with your eventual exit, it's up to you to do something to actually cause this success. First you need to decide that you are going to cause a given result to occur. Second, you need to take the actions that will help you make this happen. Using The Next Move Program™ we are working with business owners around the country to achieve the success they want to achieve.

As a business owner you need to be committed to taking the steps needed to accomplish the Transition and Exit process with success. We will work with you to make this happen.