

A photograph of two women in professional attire looking at a tablet together. The woman on the left has curly hair and glasses, while the woman on the right has long hair and glasses. They are both smiling and appear to be in a collaborative work environment.

**Let's talk about what's
important – your business.**

Business Owner's Assessment

Business information

Contact Information

Business name: _____

Business address: _____

Business owner's name: _____

City/State/Zip: _____

Primary contact, if other than business owner: _____

Mailing address, if different from business address: _____

Phone # (primary): _____

City/State/Zip: _____

Phone # (secondary): _____

I prefer to be contacted by:

E-mail: _____

Phone: the best time to call me: _____

Website: _____

Text message

E-mail

About your business

Tell me about your business. How would you describe what you do? _____

How long have you been in business? _____

Do you own or operate another business?

Yes No

If yes, provide brief description: _____

Which of the following stages would you say best describes your business:

- Start-Up Stage You are establishing the business, pouring profits back into the business, and testing your business plan.
- Growth Stage Your business' sales and customers are increasing. The business is dealing with growth, as well as competition. You may increase the number of employees. This is often the time when the business plan and finances are re-evaluated.
- Maturity Stage By this stage, you have built a stable, loyal customer base. Growth is stable. You will continue to evaluate the market and look for ways to improve the business and adjust to market conditions.
- Transfer Stage In this stage, you're approaching retirement or you're looking to sell the business.

What is the structure of your business?

- Sole Proprietorship Corporation
- General Partnership Association
- Limited Partnership Non-profit
- Limited Liability Partnership (LLP)
- Limited Liability Company (LLC)/
Professional Limited Liability Company (PLC/PLLC)

Approximately what is your annual revenue?

- Less than \$250,000
- \$250,001-\$500,000
- \$500,001-\$1,000,000
- Greater than \$1,000,000

What short-term and long-term goals do you have for your business? _____

What is your greatest challenge in running your business? _____

Business Asset Protection

What concerns do you have with insuring your business assets?

- Adequate coverage
- Excess Liability Limits
- Utility Interruption
- Data Compromise and Identity Restoration
- Employment Practices Liability Insurance
- Professional Services Liability
- Other _____

Do you own or lease the building from which your business operates?

- Own Lease

Do you have significant investment of mobile equipment, computers, data, and media, owned or leased?

- Yes No

Do you deliver or ship property or product to or for your customers?

- Yes No

Do you have employees?

- Yes No

If yes, how many employees do you have? _____

Does your business own, lease, or rent vehicles?

- Yes No

If yes, how are they used? _____

Number of vehicles: _____

Do employees use their own vehicles for business purposes?

- Yes No

Is your business required to be bonded?

- Yes No

Business Owner's Assessment

Owner, Executive, and Employee Benefits

Which benefits do you offer your employees?

- Life insurance Disability insurance
 Health insurance None of the above

Does your business currently offer retirement benefits?

- Yes No

If Yes, what type of plan does your business currently have?

- Deferred Compensation or Salary Continuation Plan
 Simplified Employee Pension Plan (SEP)
 SIMPLE IRA Plan 401(k) Plan
 Profit Sharing Plan Defined Benefit Plan

Business Continuation

What plans have you made for the continuation of your business when you (or one of your co-owners) dies, becomes disabled, or retires?

Retained by heirs

Who will run the business? _____

Does your will transfer your business interest to that person or people?

- Yes No

Are there sufficient assets:

- For an equitable distribution to other family members?
 Yes No
To meet estate settlement costs?
 Yes No

Sold to other owners/another business

Do you have a written buy-sell agreement?
 Yes No

Is the agreement funded?
 Yes No

If Yes, how is it funded? _____

Liquidated

What source of income is available to your dependents while the business is being liquidated?

No plans are presently in place

Are there any key employees or owners whose death, disability, or retirement would have an adverse impact on the business?

- Yes No

Would you like for your business to provide life insurance for your key employees?

- Yes No

If yes, would you be more interested in the business:

- Receiving its premiums back when the employee leaves the business
 Receiving a federal income tax deduction

Business Funding and Expansion

What is the most important feature when you select a business credit card?

- Consolidated statements Cash back
 Access to online reporting tools Interest rate
 Loyalty Rewards program

Do you have seasonal peaks of income?

- Yes No

If yes, when and where do you hold your reserves?

