FIERCELY FOCUSED >

WIPFLi LLP
CPAs and Consultants

SUCCESSION PLANNING FOR CULVER'S FRANCHISEES

From the moment you start your business, some thought is given regarding your exit. For most, that is as far as it goes until the time you actually do exit. Let Wipfli help you maximize your legacy and develop a strategy to ensure its value lasts beyond your tenure. Our customized approach focuses on value maximization and results in less risk, cost savings, and a successful, smooth transition.

BEGIN WITH THE END IN MIND.

A Vistage International survey found 96% of baby boomers agreed an exit strategy was important, but only 13% had a formal plan. Upfront planning, versus a reactive approach, creates a roadmap for the future that will ensure you meet your goals.

For small business owners, exiting the business is often an emotional and complex deliberation. Concerns about the value of the business, the sales process, and tax implications deter many owners from planning ahead. Family dynamics create additional layers of complexity.

AN EFFECTIVE PLAN, ALIGNED WITH YOUR GOALS AND TIME HORIZON.

Wipfli has worked with hundreds of clients and their advisory teams in developing and then executing a transition plan. Our approach to creating your exit plan includes:

Information Gathering. We review your current ownership and management structure; your goals for exit, whether that be maximizing value or transitioning to key management or family; your time horizon; business value; and other factors.

Research and Analysis. Additional prospective financial analysis is often necessary because the cash flow generated by the business ultimately drives the repayment of debt and return on equity needed by the buyer. The business's cash flow and risk attributes also drive the value for the business, which must meet your exit value objectives for an effective exit. A plan to bridge the gap is generally the first step if there is a shortfall.

Preliminary Plan Options. Based on your exit goals and financial expectations for the transition period, options can be developed for a transition plan.

Consultation With Other Advisors and Solidification of Final Plan. After discussing with you and your other advisors, who generally include your legal counsel and estate or financial planner, a final plan is developed.

THE SOONER YOU START THE PROCESS, THE MORE OPTIONS YOU HAVE.

The earlier you begin the planning process, the more options and less risk you have as a franchise owner. Key factors to consider include:

- Your value goal
- Exit strategy or path that is best for you
- Value gap, if one exists
- Your financial and nonfinancial post-transition plans

BENEFITS

- Upfront planning versus a reactive approach, often born out of frustration that has reached its crest in knee-jerk reactions
- Risk taken during the period you have control versus after you sell or transition the equity
- Assistance by financial experts who specialize in valuation and transition planning.
- A coordinated plan with all applicable legal and financial advisors on your team.

www.wipfli.com/culvers