

SEPTEMBER 30th, 2021 -
FEBRUARY 17th 2022

BUSINESS MARKETS STUDY GROUP

For Prevail Innovative Wealth Strategies



PROGRAM OVERVIEW

A program designed for financial professionals to learn through a series of tailored workshops how to help business owners value their businesses, protect that business, and exit on their own terms. This program helps financial professionals build sales acumen and become more qualified to work with business owners.

This remote offering provides financial professionals with the opportunity to come together for instructions led by experienced financial professionals.

This program includes diverse modules. At the conclusion of this program, a financial professional will receive the BMSG Certification of Achievement.

WHATS INSIDE

SCHEDULE

PRE + POST WORK

CLASS DISCRIPTIONS

SCHEDULE

September 30th	10:00-11:00 (EST) 9:00-10:00am (CST)	Business Entities Overview-Kathryn Wakefield, kwakefield42@massmutual.com
October 14th	10:00-11:00 (EST) 9:00-10:00am (CST)	Introduction to Business Insurance-Michele Collins, michelecollins@massmutual.com
November 11th	10:00-11:00 (EST) 9:00-10:00am (CST)	Buy-Sell Planning-Pat Olearcek, polearcek@massmutual.com
December 2nd	10:00-11:00 (EST) 9:00-10:00am (CST)	Life Insurance Funded Executive Benefits-Jackie Wiggins, jwiggins@massmutual.com
December 16th	10:00-11:00 (EST) 9:00-10:00am (CST)	Life Insurance in Qualified Plans-Pat Olearcek, polearcek@massmutual.com
January 6th	10:00-11:00 (EST) 9:00-10:00am (CST)	Business Continuation Planning-Kathryn Wakefield, kwakefield42@massmutual.com
January 20th	10:00-11:00 (EST) 9:00-10:00am (CST)	Securing Your Retirement-Tom Barrett, tbarrett@massmutual.com
February 3rd	10:00-11:00 (EST) 9:00-10:00am (CST)	Estate Planning for Business Owners-Al Kingan, akingan@massmutual.com
February 17th	10:00-11:00 (EST) 9:00-10:00am (CST)	ChBEP Program-Todd McGee, tmcgee@massmutual.com
March 3 rd	10:00-11:00 (EST) 9:00-10:00am (CST)	Just in Case Date

ABOUT THE CLASS

- Each class will run about 1 hour long.
- Sessions are held on Thursdays from 9:00am-10:00am CST
- Pre-Work + Post Work are assigned for each session
- Participants must attend every session
- Participants can't join once program has started

PRE + POST WORK

Date	Topic	Pre-Work	Post-Work
September 30th	Business Entities Overview	<ul style="list-style-type: none"> • Comparison of Business Entities 	Business Entities Knowledge Check
October 14th	Introduction to Business Insurance	<ul style="list-style-type: none"> • How to Protect Your Business from the Unexpected • Business Planning Reference Guide 	Introduction into Business Insurance Knowledge Check
November 11th	Buy-Sell Planning	<ul style="list-style-type: none"> • A Closer Look at Buy-Sell Agreements • An In-depth Review of Buy-Sell Agreements • Buy-Sell Planning (Strategies for Competitive Business) 	Buy-Sell Planning Knowledge Check
December 2nd	Life Insurance Funded Executive Benefits	<ul style="list-style-type: none"> • Be a Finder and a Keeper – How to Attract and Retain Key Employees • Split Dollar Arrangements – Strategies for Competitive Business • Nonqualified Deferred Compensation Arrangements 	Life Insurance Executive Benefits Knowledge Check
December 16th	Life Insurance in Qualified Plans	<ul style="list-style-type: none"> • Planning for Minimum Distributions from Qualified Plans and IRA's • Life Insurance In Qualified Plans 	
January 6th	Business Continuation Planning	<ul style="list-style-type: none"> • The Importance of Succession Planning 	Business Continuation Planning Knowledge Check
January 20th	Securing Your Retirement	<ul style="list-style-type: none"> • The Leveraged 162 Bonus Plan • Split Dollar Arrangements • Nonqualified Deferred Compensation Arrangements 	Securing Your Retirement Knowledge Check
February 3rd	Estate Planning for Business Owners	<ul style="list-style-type: none"> • Comparison of Business Entities 	Estate Planning for Business Owners Knowledge Check
February 17th	ChBEP Program	<ul style="list-style-type: none"> • Business Value Diagnostic Tool • Business Owner Fact Finder 	
March 3rd	Just in Case Date		

! PLEASE NOTE

Pre-Work + Post Work is located within Fieldnet. For the Links to work, you must be signed into Fieldnet for the direct link address to work

CLASS DESCRIPTIONS

1

Business Entities Overview: Sole Proprietorships, General and Limited Partnerships, C Corporations, S Corporations and Limited Liability Companies are the most common business entities. This session will discuss the importance of identifying the type of business entity as part of the initial client fact finding.

2

Introduction to Business Insurance: Business owners are making the necessary day to day operating decisions to help ensure survival and profitability. They must also address attracting and retaining key executive talent, indemnifying the business from loss of key employees and complete business continuation planning. Learn how to create effective life insurance and tax advantaged solutions to meet business needs.

3

Buy-Sell Planning: This session will help you understand how to structure, set up and implement the buy-sell arrangement which best serves your clients. You will learn about the tax ramifications of various buy-sell alternatives as well as unique solutions to various client situations. We will also focus on the practical questions to ask when meeting with a client as well as next steps.

4

Life Insurance Funded Executive Benefits: This session provides an overview of the life insurance funded nonqualified executive bonus plan, split dollar plan and nonqualified deferred compensation plan. We look at the plan design, review the tax and legal characteristics, explore situations where the plans are effective, and how the type of business entity can impact the effectiveness of the plan for owner-employees

5

Life Insurance In Qualified Plans: This session will focus on the use of life insurance in various qualified retirement plans (e.g. profit sharing plans and diverse types of defined benefit plans). This series will explore the benefits of and typical objections to having life insurance in a qualified plan. Life insurance limits, rollout strategies and policy valuation issues will also be covered.

6

Business Continuation Planning: Business succession planning is essential to protect, preserve and pass on control and value of the client's business. This session will provide you with the basics of succession planning including how to assess the estate tax picture of a business and propose the possible estate planning options.

7

Securing Your Retirement There is a great opportunity today in the business owner market relating to retirement solutions. This session will help you understand the opportunity and some of the retirement solutions you can bring to business owners and potentially their employees as options so they can be prepared for retirement. Executive bonus, Deferred compensation and Split dollar are just some of the solutions covered and we will focus on the benefits and solutions of each.

8

Estate Planning for Business Owners: The fundamental purpose of estate planning is to plan for the transfer of assets to family members. These transfers can take place both during life and at death – sound planning will account for both. This session will cover special planning considerations for the business owner – Estate reduction, Estate liquidity, Estate equalization, income for the surviving spouse, business succession and key person coverage.

9

Business Valuation: Being able to explain why business owners need to know the value of their business is a great door opener and essential first step in complete business planning. This session will provide you with the basics of business valuation and will prepare you to present the ChBEP evaluation in an effective manner.