



Debra L. Sears

Family and Business Can be a Wonderful Experience

To have the privilege of watching families work their craft from generation to generation has been not only a learning experience that I can pass along, but also a treat. To watch the smiles from the eldest generation to the youngest is fun. But I will say that **Failure to Plan is the Plan to Fail.**

This is true of all of us whether in business or taking care of personal affairs. We each have our own uniqueness. My own home and business is unique. My husband, Dan, is a generation older than myself and in turn we have a daughter, Kendi. Our home is a three generation family. With that combination, we all have the advantage of each person's perspective. While Dan delivers a lifetime of knowledge our daughter, Kendi, brings new ideas, the benefits of a quality private education and the newest in technologies. I feel that I have the best of both worlds!

Dan started our agency about 40 years ago. When he was ready to retire, I had about 18 years as a salesperson (top producer for many years) within our agency. I felt very confident of the service to our policyholders, the marketplace, the competition, the marketing, how to manage a 100% commission based income, etc. I asked if he would consider me as his successor, rather than to sell the business. He was delighted. I had a whole new learning curve in a business that I had been in for years. I had never sat in his role. He worked with many agents, many insurance companies, our agency contracting, etc. which I had never done as a salesperson.

Here are a few tips that make a succession mature...especially when family is involved. There has to be a business plan. I highly recommend that this plan be drawn up by your legal counsel with the input of your CPA. There has to be a "line in the sand" from hence everyone's expectations are derived. This is to include the mentorship, the inventory, the buy / sell agreements, the proper insurances, bonding if necessary, production, proper management of the income and expenses and investments, the marketing, accounts receivable (if applicable), etc.

From the insurance perspective, which is what I specialize in, let's go over a few essentials. I insist that my clients and I go over a long list. Let's start with the proper Health Insurance. The failure of one's health could/would impact the ability to produce. This does not have to be a financial burden – there is a balance between quality and appropriate coverage and the premium... for you and for your employees. Disability Income protection is huge. If you visit my web site, www.searsinsurance.info you will see why this is vital to the success of your personal life and that of the business.

Life insurance is not designed for burial...you save money for items of that nature. Life insurance is to provide for the responsibilities and liabilities that we would leave. In personal lives, we want to educate our children so they can be self-sustaining, pay our debts

leaving our spouse without burdens and of course, it is imperative to the success of asset transfer. For the businesses, life insurance is also a must. Without



you...the key employee/ owner...there would be a terrible void that needs filled soon. This would allow for the previous owner to be paid the balance left on the buy/sell contract and also to hire a replacement for you or to resell the business.

Long term care insurance, especially in our world today, is an emergency. As a society we are living longer – with chronic diseases that do not end our life, but rather that are managed. We will sooner or later find ourselves needing some assistance. There are many levels of care ranging from domestic care in our homes to the most critical of medical care. These types of care are not paid for by health insurance or Medicare (if that is applicable). This liability bears an average out-of-pocket cost, after taxes, in the Midwest, of about \$75,000/yr. per person. Having this protection not only protects assets, but it liberates you. Do you want to choose your destination or do you want to be told by the system where you will reside?

My point is...the **Failure to Plan is the Plan to Fail.**

We are here for you to consult with anytime. We want to be a part of your team...the A Team!!! *

Learn about us on our website www.searsinsurance.info. We have an RSS feed and/or feel free to "like" us on Facebook to receive the most current information.

Sears Insurance has been recognized again in 2011 as being in the Top 1% for Wellmark Blue Cross and Blue Shield in Iowa.

Please Call Us at: **515-285-6766**
www.searsinsurance.info • searsdebra@aol.com
WE ARE #1 IN HEALTH INSURANCE!

An Authorized Independent Agent For

Wellmark  **PIPAC**
 Iowa  PROFESSIONAL INSURANCE PLANNERS AND CONSULTANTS

Your Health. Well Protected.™

