



PEOPLE ARE KEY

Your office equipment and inventory are valuable assets, but are they as valuable as your key employees? Consider a top sales person who is unsurpassed at bringing in revenue or new accounts, or a researcher whose innovative ideas have helped the company flourish.

Key employees may be your most valuable resource. Their energy, expertise and dedication can give you an edge over your competition and enable your business to succeed. What would happen if one of your key employees died or became disabled? Profits could be affected and you might be forced to absorb the high costs associated with recruiting, hiring, and training suitable replacement.

You can't guarantee the continued good health of your employees, but insurance on the lives of your company's key people can help prevent an unexpected loss from financially harming or even destroying the business that you have built with the help of these valuable employees. Key person insurance provides security and the knowledge that your business's bottom line won't suffer even if you or one of your key employee dies or becomes disabled. It is simply good business.

KEY PEOPLE

Key person insurance provides life insurance or disability benefits to your company if it suffers the loss of a key employee. A key person is anyone associated with your business whose unique talents make a significant contribution to your bottom line, such as employees with:

- Special technical skills
- Strong relationships with valued customers
- Skills in attracting new business
- Responsibility for major projects

As the owner, you and other shareholders of the business may also be *key* to the operation of the business.

KEY BUSINESS

Key person insurance can help protect your business in many ways.

- Provides tax free funds at the exact time they're needed
- Helps keep the business running
- Provides funds to help attract, hire, and train new employees
- Compensates the business for lost revenues resulting from the death or disability of the key person
- Assures creditors that funds will be available to meet commitments
- Assures existing employees and your customers that the company will have the means to continue.

CALCULATE THE VALUE YOURSELF

- Will the loss of a key person impact the company financially?
- Will it affect profits? for how long?
- Will there be a cost to replace this person?
 - Recruiting
 - Education
 - Training
 - Relocation
- Could this loss impact your company's credit?
- Will creditors shorten payment terms / call loans?
- Will you lose clients?
- Is your company at risk of losing employees

Protect your Business from the loss of a key person.



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To have a deeper conversation about how this subject will affect your business, please contact:

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