

The Family Fairness Plan

Help the next generation understand why *“fair does not always mean equal.”*

When creating a plan to transfer their wealth to the next generation many Business Owners discover that “fair does not always mean equal”. Business owners often realize that distributing their assets equally between their children does not make business or economic sense. For example, what if one of your children makes a significant contribution to the growth of your company, while another child does not. In this case is it fair, or prudent, to divide the assets equally?

When faced with this situation, many business owners do not know what is fair or how to communicate it to the family. They want to create a plan that treats everyone fairly, and also supports the success of the company. They also want to maintain family harmony, fearing that an unequal distribution will cause acrimony and bad feelings among the children.

That’s why we help our clients create what we call *The Family Fairness Plan™*, a plan that distributes the rewards, ownership and authority for the business fairly amongst your family. Once the plan is created, and communicated clearly, business owners can be assured of the greatest possible family harmony, and success for the business in the future.

We begin by meeting with you to understand your situation, and help you develop *The Family Fairness Plan™* based on your well-defined principles. We help you craft the words to explain how you are planning to divide the assets and more importantly, with your principles or context, explain the plan to your family.

Business owners who have developed *The Family Fairness Plan™* tell us it has helped strengthen their families, and improve the fortunes of their businesses. Having resolved and accepted why “fair does not always mean equal,” everyone in the family can move on with their lives, enjoying a more harmonious and fulfilling future.

Will bad feelings disrupt your family & your business?



Or will everyone understand?



If you would like to learn more about ***The Family Fairness Plan***, contact Ben-Jac Capital Inc. at 514-933-8555 or pbelec@benjac.net /

Please visit our website www.benjac.net