

# Beyond the Transaction

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Are you sure your transaction planning—wills, life insurance, trusts—will guarantee the smooth transition of your business to the next generation?

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Congratulations. You have completed planning that involves estate freezes, family trusts, life insurance and wills. But did you know that more than 70% of family businesses fail within five years after the next generation takes over the company—even though the business owner had done a lot of legal and financial planning?

These failures often occur because the original owner only planned for the transaction, and not for the transition of their business to the next generation.

By *transaction*, we mean planning for the transfer of assets at the moment your family takes over the company. While this planning is essential, it is not always sufficient to ensure the successful perpetuation of your family business.

By *transition*, we mean planning for what happens after the assets are transferred. How do you ensure that your heirs understand and accept your family values? They may not understand why “fair does not always mean equal.” The result of a plan without understanding and commitment can cause a loss of family values, lost wealth, and strained relationships.

At Ben-Jac Capital Inc., we specialize in helping our clients with both the *transition*, as well as the *transaction*. We have created tools to ensure that your wishes and values are observed by the next generation; everyone knows their future role, and has the knowledge, skills and resources to carry out this role. For example, our *Vision Statement* determines the level of commitment to the plan. And the *Family Fairness Plan* ensures your plan is financially viable.

By following this approach, your wishes will be honoured, family harmony and family values will be maintained, and the business you’ve work so hard to build will continue.

So, the question is: “You have planned for the transaction, isn’t it time to plan for the transition?”

**Transaction planning is essential but does not always ensure that your wishes will be followed**



**Transition planning ensures that your successors make your vision become reality**



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If you would like to learn more about ***Beyond the Transaction***, contact Ben-Jac Capital Inc. at 514-933-8555 or [pbelec@benjac.net](mailto:pbelec@benjac.net) /

Please visit our website [www.benjac.net](http://www.benjac.net)