

Financial Planning for Business Owners

By Xenia Woltmann

I have worked with many business owners over the years and I love hearing the stories of how they started. Whether it was working at the family company in various roles and eventually taking charge or starting from scratch with just an idea, there is a lot to be proud of.

Every business owner has a general idea of when (and if) they want to retire and how the company will continue on after they have left, however, less than 50% have an actual plan in place to ensure their objectives are met. Even more alarming is that significantly fewer business owners have a contingency plan on how the business is to be ran if they are not able to act. It is scary to think about the “what if’s” in life, but without those conversations and despite all the effort they have put into the company, a lack of planning could be catastrophic to their family and their employees.

There are many important questions a business owner can ask themselves. What would happen if I am unable to work for a short or long period of time? Who would take over the company if I am no longer around to run it? How can I ensure that my family is protected in these instances? What will my employees do? How much income will I need in retirement? Am I saving enough to meet my lifestyle? Are there other ways to deduct more of my income or reduce my taxes upon a sale?

Unfortunately, business owners tend to focus so much on their business, that they tend to leave personal finances on the back burner. All business owners see the value in the products and services they provide; they are the experts in their field. So why not partner with an advisor, an expert in our field? Lack of time is perhaps the most common reason a business owner does not meet with an advisor. My response is always the same: “Give us 1-2 hours now to save much more time down the road. The benefit of having a partner who understands your situation, watches for potential pitfalls, helps build your net worth, and enhances your succession far outweighs the alternative.”

A guided strategy to ensure financial success is what offers piece of mind. When a business owner knows they are on track, they can continue to run their company with one less worry. The appropriate steps today can save time and money in the future; and protect everyone involved.

Contact us: info@RochesterWealthStrategies.com www.RochesterWealthStrategies.com



Xenia Woltmann is Vice President of Rochester Wealth Strategies LLC, an Independent Registered Investment Adviser located in Downtown Rochester. RWS is a Fiduciary and Fee-Only financial advisory firm.