

The Business Owner's FAQ

BUSINESS BENEFIT
BLUEPRINTS

*You have been given this book to learn more about our services and how we can help **Business Owners and Individuals** become more financially efficient. Also, you received this book to share with people you feel would benefit by knowing how we can help people! Thank you for taking the time to review this material.*

Helping Business Owners and Individuals Avoid Financial Blind Spots So They Can Keep More Of Their Wealth, And Enjoy Financial Freedom!

Using Business And Benefit Blueprint Planning To Help Business Owners Eliminate Stress From Their Life So They Can Enjoy Running Their Business And Create More Success!

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Important information for my friend, From A Friend!

I have given you this booklet so I could introduce my friend Tom Perrone. Tom is the founder and owner of New England Consulting Group of Guilford, Inc. and Founder of Business and Personal Benefit Planning Group.

While I have no reason to believe you need or want any of his planning strategies, I felt you would benefit by at least knowing who Tom is, and how he approaches planning for his clients. I have been extremely satisfied with Tom, and how he approaches business and client relationships. If nothing else, I think you will find that Tom has a unique role for people who want to plan their financial future and what their plans to be more efficient.

One of Tom's core beliefs is that people lose more wealth by not knowing the rules of the game. Unknown financial mistakes cost people thousands of dollars, and erode their future purchasing power. He believes that people should be educated on the pot holes of planning, and what it costs them by not knowing sound financial principals, and cost saving strategies. The strategies Tom shares with his clients help them decide what makes sense for them without all the hype. Tom discusses overall planning such as Estate and Business Planning, Medicaid Planning, Income Planning, Risk Management, and Tax Planning. Tom uses a holistic financial approach, based on education. His philosophy is to help you to understand financial pitfalls so you can avoid them, and keep more of your wealth. This allows you the financial freedom you are striving for.

This FAQ booklet may help you decide if you would benefit by having a discussion with Tom. Because of our relationship, I want you to be aware of situations which will help and benefit you. Knowing Tom will definitely be a benefit to you. Tom welcomes you to call him and have a brief conference call with you to see if he can assist you. He is easy to speak too.

Take some time and check out Tom's website (www.bbpggrp.com) . This link will take you to different [short education videos](#) on the web. Look under the section, "Tom's favorite short workshops". These are his public workshops condensed. They are very short, 10-14 minutes long. Also, check out his Social Security Timing section. In any event... as a friend I feel you should at least have an idea how Tom can make a difference in your long term planning.

Introducing Tom Perrone, CLU, President

I hope the information will help you. The best thing to do to find out more about me is to go to my website: www.bbpgroup.com.

On the home page Click on the link, "**what other people say about us.**" **This will give you an idea of our working relationship with our clients.** Next go to the **Learning Center**. There you will find links to **newsletter, articles, research, calculators and many other resources.**

Under Resources you can find educational ads and article on many of the financial topic. We have E books, newsletter, articles, calculators and many other tools for your use. We are about education and update our site every month.

If you would like to attend one of our workshops but don't want to leave your home; go to "**Tom's favorite short workshop**" on the right side. The presentations are about **10-14 minutes long**. They are the same presentations we do in our public workshops.

If after your review this material you feel you have some concerns to discuss, please call my office to arrange a conference call. I know that if you have an itch, even if we don't do business, I would still want to help you if I can. Not only because that is my nature, but also, you have been referred to me by a friend.

My conference call with you is nothing more than you and I discussing of what it is that is making you itch. There are never any surprises, and I don't charge fees for our initial meetings. Once we decide if there is a direction in which I can help we can discuss it then.

Best wishes and I hope to be of value to you in the future.

You are receiving this FAQ booklet for the purpose of providing background information on who I am, and my business procedures. You have been introduced to me as someone who fits the profile of people I work with. Out of respect for your time and mine, I want to make sure you have an idea of who I am and how I work. This FAQ booklet will help

you understand why you may want to meet me for a short 20 minutes (*that's right, I only need 20 minutes*), and how I may be able to help you.

I am a specialist consultant in several financial planning areas. I have no way of knowing if I can be of help to you since I don't know your current financial situation. I do know this however; **all business owners have a financial plan**. The plan can be a designed plan, or a plan by default. Both plans have a cost to them. The business owners I work with want to know they have the most efficient plan cost possible. In most cases, I am able to help people with my planning strategies. My clients save taxes, create wealth and avoid losing wealth by the use of my strategies. It's been my experience that people think they are fine financial shape, but I can tell you in my 40 plus years of practice I have never found one person who I couldn't help enhance their financial position, by gigantic leaps.

The Business Benefit Blueprint Program is a series of blueprints that help you deal with the “**what-ifs**” that keep you up in the early morning staring at the bedroom ceiling. **The Business Benefit Blueprints Program** will help you protect what you've worked so hard to create, increase the financial potential of your business, and sleep soundly at night.

Many business owners only work in the business, and never on their business. They take on too many responsibilities and waste a lot of time on activities they should delegate. They take care of everyone else first, before considering themselves and their future. They feel they are not running businesses but rather they feel they are running adult daycare centers. They have too much of their wealth tied up in their business and they have no exit plan. As well, they may be unnecessarily exposed to many risks such as death, disability, adverse tax consequences, loss of key employees, and lawsuits.

*By leaving these important issues unresolved they are jeopardizing their future and the security of the people they care about. There will be disharmony among key relationships in their family and business. They are overwhelmed by worry and concerns and have nowhere to turn for help, and as a result, they lie awake at night worrying about the “**what-ifs.**” **This is why we created *The Business Benefit Blueprints Program*: to provide a series of blueprints that help you deal with the “**what-ifs**” and to help you not only make a living, but make a life.***

The Business Benefit Blueprints Program has over 16 Blueprints that allow you to work on one task at a time, get it done and then move on. The process we use will help you organize your business, enjoy more of your life, while maximizing your business value.

The FIRST things to understand is just because you purchased a product from a sales person (insurance agent, mutual fund salesman, stock broker) in the past, this **is not financial planning.** It is a part of it but not comprehensive planning. Much like you have a CPA, insurance agent, broker, banker, and attorney, the odds are great that none of them know what the other has planned for you. In many cases advisors are not aware of what each of them have implemented with you, or the impact their planning strategies have on your overall plan. There are so many changes coming out of Washington that normally affects your financial plan unknowingly in many cases until it's too late! Because of the moving parts without scrutiny, it becomes very hard to keep your financial plan current and cost effective. Many times they are not in sync as to what you want for your family and business' financial future. *In other words, when you purchase a product or update your will, how will that impact your taxes, financial goals, distribution methods, inheritance exposure, and other components of the financial world affect you?*

What if you could have a **Financial Architect** who could analyze all of these transactions and turn them into a cohesive planning strategy to maximize your overall financial plan? *Most importantly, bring up the “what if’s” that keep you up staring at*

the bedroom ceiling. With this type of planning you would avoid **financial pit falls** and **blind spots that erode your assets and costs you money**. This is what we do and how we keep your financial plans effective both in cost and strategy.

Most business owners have the same financial challenges as non-business owners; however, owning a business creates even more complications in planning challenges more. Not only are you dealing with your personal and family situation, but also you are dealing with the ongoing business success.

As A Business Owner, “The Hat You Wear Deals With These Challenges!”

- Arranging your Business Succession Agreement (BSA)(death, retirement, and disability)
- **“SET”: Succession, Exit, and Transition** (how to make them work for you to maximize your business value)
- Financing the BSA
- How to create a retirement accounts for owners only without government rules and other employee involvement
- Learn how to create a **tax-free income** without involving other employees
- How to sell your business and lower or eliminate taxes
- How to finance your estate taxes using the governments money

- Evaluation of your business
- How to shift your business to your family members and still keep control
- How to increase the value of your business
- Dealing with Qualified Benefits like pension and healthcare
- How to keep your key people to give value to your business
- Cash flow and Banks

As An Individual You Deal With These Challenges!

If you are 60-75 you will be exposed to some of the important planning areas such as:

- Protecting your assets from the Medicaid system which will allow you to keep only \$1,600 of your asset if you have a long term care issue
- Eliminate Estate and State Estate taxes from your estate
- Avoid excessive probate fees and delay
- Why living trusts can work for you or can be a living nightmare
- Use safe money to avoid running out of money
- Create market returns without risking your money
- Eliminating or reducing taxes on your social security
- Learn how to avoid disinherit your grandchildren and children by default

- Learn what rate of return you must earn to avoid running out of money- key to avoiding risk
- Learn to “**learn what you don’t know**”. More important than what you do know
- Working on your business; **Succession, Exit and Transition**

If you are 30-60, you will be exposed to the subjects listed above, plus;

- Learn what you need to make sure your family can stay in their own world if you walk out on life
- Learn how to take your retirement plan and provide **tax free income** before and after retirement
- Learn how to eliminate or reduce taxes from your retirement nest egg
- Learn how to use your retirement funds to *educate your children, purchase investment real estate, pay off your mortgage*, or bail out earlier from work
- Learn how to be **mortgage free** without spending more than you are now while creating a tax **free retirement** account
- Learn how to arrange your estate so that your-company does not expose you to costly taxes at your death
- Learn how to keep key people in your company without losing benefit dollars if they leave

**** these are only a few areas which I help people with.**

REMEMBER;

My purpose of contacting you is to introduce myself to you with the hope that sometime in the future you wish to do planning.

Visit; www.bbpggrp.com

Q. What distinguishes you from other professional advisors?

A. In most cases, the product advisor sells you a product without knowing if the product fits in your overall financial planning. In some cases, it could be good, in others, not so good. I, on the other hand work on the idea of Blueprints which are **based on your agenda**. The planning (Blueprint) which gives you the answers as to whether certain products will be of benefit to you based on what you are trying to accomplish. Many times it's not a product but a procedure. While some advisors sell you a product without giving thought to how it affects your overall planning, I do the **planning blueprint**, which will help you to evaluate if a particular product is needed or not and if it will affect the other products you have purchased. Everyone has a plan. It is either a **"Coordinated Plan"** or a **"Plan by Default"**. Either way you have a plan. Each type of plan has a cost. We measure the costs of both plans. In most cases the "Coordinated Plan" is the least expensive.

Q. Why should I spend 20 minutes with Tom Perrone?

A. You were introduced to me by a mutual friend or family member. They have used my services, and felt I could be of help to you, if not now, sometime in the future as things change. They have enough confidence in our relationship to allow me to use them as a reference. They know that I am polite and respectful of people's opinions and attitudes, even if they don't agree with me. They know I would treat you just like I have treated them. They know I will never embarrass them. **Sending you this FAQ booklet is an indication of how I operate my business, with full disclosure and respect of your time and opinions.** We review with our clients continually, and they are extremely happy with the service I provide. Also, our time together will allow you to learn more about how my planning process will help you financially, and to learn more about what areas you may identify as challenge areas for you and your family. Our 20 minutes will be spent on what you are trying to accomplish. In many ways, the time I spend with you will help you do a **self-evaluation** concerning your financial planning up to this point. It will give you a good idea of what financial areas you feel may need attention and adjustments, if any at all.

Q. How can you show me this in 20 minutes?

A. I use two tools which takes about 5-20 minutes to review. The tools will do three things; 1) By the nature of the questions, it will give you a very good idea of the work I do, 2) It will tell you what financial areas you should focus on, and what planning direction you might consider if you feel planning is necessary, 3) It will prepare you to formulate questions you might not have thought of. I also will explain and show

you [The Business Benefit Blueprints Program](#), and a sample of the blueprints.

Q. I already have a financial advisor; do I have to change them? Do I have to move my assets?

A. **No and No.** Chances are your financial person and I specialize in separate areas. In most cases, I will work with your current advisors. We are **financial architects**, not investment advisors. Where you have your money is important, but it should be based on your **overall financial blueprint**. We do the blueprints. For example, most people don't know the **rate- of- return** they must achieve to avoid running out of money. Knowing this information will help you decide the risks you should take with your money.

Q. When you say planning, what areas are you talking about?

Our planning is all about you, your business and your family. It's **about helping our clients understand the financial blind spots, which cost you money and deletes wealth.** By knowing these financial landmines, you will save money, create more wealth, and enjoy more things in your life with less stress. We accomplish this by educating our clients and implementing good planning strategies that are sound. In my 40 plus years of planning I have never failed to find one area where our clients could improve on and save money. We work as a **FINANCIAL ARCHITECT**, and build your **FINANCIAL BLUEPRINT** for your financial home. We see if your financial furniture is still the right type for your new financial home. **We want to increase the value of your business, give you back a life, and more importantly take care of the “what if’s”**

that are keeping you up at night staring at the ceiling. Such as; what if I don't want to do this anymore, what if something happens to me, what if I lose my key people, what if I can't improve my business cash flow. It is your **written financial blueprint, which is updated semi-annually, without charge.** Most people don't have a written financial plan. **Q. Don't I get this type of planning from my current advisor?**

A. I don't know. My **Financial Viewpoint and The Business Benefit Blueprints Program** will help you to identify whether you are up-to-date or not. It will also let you know if you are up-to-date in 16 critical areas of planning which will give you back your life and increase your value of your business.

Q. If I have done planning, why should I see you?

A. Your quality of life, and the success of your business long term is the bottom line. The question you need to ask is if the planning you have done is on your agenda or someone else agenda? Do you understand it? Is it updated twice a year? Does it result in a better quality of life, less stress, increase business value, and does it allow you to work on your business while you work in it? You see there are always going to be changes, such as **Estate Tax laws, Income Tax laws, Probate laws, and Medicaid laws, change every few years.** In many cases, planning you might have completed in the past may be outdated and consequently may actually be **detrimental** to your current situation. Also, many people do some type of planning; however, many people confuse the purchasing of a financial product, or drafting a will as planning. For example, people who purchase an IRA or 401k feel they

have done retirement planning. However, they may not be aware of whether they will have enough money for retirement, how to distribute the plan to the family, how to avoid the large taxes, or how to make a taxable retirement plan, **tax-free**. An example; executing a will is not final estate planning. Since there are **14-16 critical areas of planning** for most business owners, knowing what strategies to use in each area will save you taxes, costs, and preserve more wealth for your enjoyment. Most product salespeople are not educated in these areas, and if they are, they find it hard to stay up-to-date with them. Also, I have a patented automatic review system, which all of our clients receive. They are never out-of-date, no matter how many changes are made in the financial area.

Q. What experience do you have?

A. Forty plus years of experience in my own practice (since 1971). For more information, go to my website: www.bbpggrp.com

Q. Do you charge fees?

A. Yes. The charge is determined by the Planning Blueprint. We guarantee that through our planning you will save more money in your current financial arrangements than what we charge, or our services are free. We put this in writing along with a refund of fee guarantee.

Q. Where and when do we meet if I wish to meet with you?

A. I will initially meet you for 20 minutes before, during or immediately after work (7:30 am - 5:00 pm. **We can also have a MINI CONFERENCE CALL MEETING.**) This is very effective if time is a factor. If after we

meet and you feel we should work together, we can have our 30-45 minute planning sessions in my office or yours. **I keep all of my meetings to less than an hour. Most of the time they run 30-45 minutes, by design.**

Q. Do you want my spouse or partner to meet with you initially?

A. Not necessary for both of you to be there initially, however, your spouse or partner is welcome. At our initial meeting you will not be making any decisions. Any information you need to convey to your spouse or partner will be made available to you. My planning tool **(Financial Viewpoint, and The Business Benefit Blueprints Program)** will give you a good idea within 20 minutes if you should even consider doing any planning and who should attend planning sessions.

Q. What if I meet with you and I don't have a need for planning, or don't feel I want to plan at this point?

A. I would ask you for permission to keep you on a follow-up system so when the timing is better you might consider my firm in your planning. You are in the driver's seat.

Q. I am in the older age group and have done planning for years. Why should I consider planning now?

A. If you are over 60 years of age, planning areas such as Medicaid confiscation, lack of healthcare directives, estate taxes, risk with money, and running out of money are all critical planning areas. You will want to know how these areas affect your overall plan. Maybe you

want a second opinion about your planning options. This is also the most critical part of your financial life as the margin of error is small. I find this is an area where people should really pay attention. One bad year in the stock market can ruin your income stream and force you to run out of money. A long-term illness will wipe out your assets. Considering people are living much longer, this group has more blind spots and landmines to deal with than any other group. Also, the timing and how you take your social security has a major effect on your future cash flow. We analyze the best methods for this type of planning.

Your business arrangements may not be updated. *It may be a time in life that you may want to work on your business to maximize the value of it since you may want to have a change in business. You may wish to sell your business, exit your business, or transition your business to help provide retirement income for yourself and your family. This can be done by outright sales, inside sales, passive ownership, or active ownership. In each of these transitions, different planning elements need to be reviewed and implemented.*

What if I am between 30-60 years old, what type of planning would be important to me?

A. Estate planning, survivorship benefits, debt reduction, and college funding are key areas of planning. **Tax-Free Income Planning** is a key planning area which will enhance your retirement. The sooner you know about tax-free planning the better off you will be. I can show you how to change your **taxable** IRA, 401k, and 403b retirement plan from a fully taxable payout plan to a tax-free plan with options to use the account prior to retirement without penalties. (For example: money

for college costs, or paying off your mortgage). This group is also not saving enough money for retirement. **Tax-free planning** allows for less money and risk, thus creating more with less.

Keep doing the same thing... and expecting different results:

insanity...In many ways it doesn't make a lot of sense. Why would you try to earn 10-12% in the stock market, pay all taxes, and risk 100% of your money ... when you can earn 7-9%, take no risk, and eliminate all the taxes forever?

Q. What Is My Purpose of meeting you?

It would be **presumptuous** of me to assume that planning is a high priority for you right now, or not. I don't know your attitude towards financial planning, because I don't know you. I don't know what you have done in planning, if you care about doing planning, or if you are immersed in planning. **However, you were introduced to me because you fit the profile of the type of person I work with. The person who introduced you to me not only likes you, but knows that you are responsible.** If for no other reason, I would like to meet you so I can show you the work I do, and maybe in the future when planning is a higher priority, you would think of me and my services. There is no obligation, and I will not ask you to make any decisions. The meeting would be just two people who mutually know someone they both like, introducing themselves to each other for the chance to take advantage of an opportunity of the future that will benefit both of us. Win - Win!

My intention is to share with you some of the many planning strategies I have used with my clients for forty years. My strategies are proven,

and have been proven efficient and effective over time. My clients have gained from their relationship with me, and I have gained through knowing them.

Maybe more important, people who have gone through the **Financial Viewpoint Tool**, are amazed at what they haven't considered. They usually become excited and eager to learn more about what they didn't know! **Awareness of potential financial problems is 90% of the planning. The solutions are 10%.**

Keep in mind that someone who you like and respect has had enough faith in me, and enough concern for you, to try to put us together. They see the opportunities. I call this, **Friends Helping Friends**.

I invite you to call the person who introduced us and ask them about my professionalism, demeanor, respect, and loyalty to my clients. I know what they would tell you. I would only ask that you don't ask them about their personal planning as that is a confidential area.

I look forward to introducing myself to you in the very near future. To learn more about me, I welcome you to my website; www.bbpggrp.com. You will find great resources to review and learn more about our group.

If you would like to speak to me about your situation, call my office and ask my staff to arrange a **MINI TELECONFERENCE CALL**. This will allow us to go over some of the areas I feel I can help you. Once a time and date is set, I will call you for the conversation.

Wishing you the best!



Thomas J. Perrone, CLU, CIC



ⁱ Prearranged phone conference; I call you at a stipulated time to review the Financial Viewpoint tool. Usually lasts 15 minutes.