



Business Owners & Businesses:

HOW CAN I PREPARE MY BUSINESS FOR THE FUTURE?

Running a business is a journey filled with opportunities, challenges, and decisions that shape not only its success but also your personal financial future. At TrueNorth we help guide business owners to confidently navigate all stages of the business cycle, from startup and expansion to exit.

- ✦ **Key Milestones
of Wealth Planning**
- ✦ **Maximizing Wealth
and Efficiency**
- ✦ **Succession Planning
for Smooth Transitions**

Early Stages of Business Wealth Management

We know you're passionate about your business and we want to support you. The early years of a business are filled with excitement and uncertainty. During this stage, financial planning might feel like a luxury, but it's essential for long-term success.

As your financial guide on your business journey, we would help you navigate challenges, and build financial reserves for unexpected expenses. Our goal would be to help you gain clarity on your financial position so that you can make informed decisions that support long-term sustainability.

Whether it's securing loans, identifying investment opportunities, or structuring business finances for tax efficiency, having a professional by your side helps ensure that you're not leaving money on the table. By implementing a structured financial plan early on, businesses set themselves up for smoother operations, increased profitability, and greater resilience in the face of economic fluctuations.

At TrueNorth, we guide business owners through these foundational steps, helping them make informed choices that build a strong financial base.

Investing Toward Retirement

Setting up a retirement plan such as an IRA (traditional or Roth), a Solo 401(k), a SEP IRA, a SIMPLE IRA or a defined benefit plan ensures you're not solely reliant on the business for your future financial security.

Building a Financial Safety Net

Establishing emergency funds and securing appropriate insurance coverage protects both your business and personal finances.

Setting Up Tax-Efficient Structures

We are happy to work with your attorney and CPA to look at the bigger picture when planning for your long-term wealth accumulation.

Advanced Stages of Business Growth

As your business grows, so do your financial complexities. This is the stage where strategic planning can make a substantial impact on your long-term wealth.

We can help businesses develop comprehensive risk management strategies, to help ensure you have financial safeguards to weather uncertainty. It's also important that you look at separating personal and business finances, to reduce liability exposure and ensure compliance with tax and legal requirements.

By aligning your goals with your financial plans and investing opportunities, we help businesses maintain stability and scalability. In the end, we want you to be able to thrive and expand efficiently for years to come.

Tax-Efficient Strategies

Maximizing deductions, optimizing tax-advantaged accounts, and leveraging business expenses effectively can reduce your tax burden and increase profitability.

Employee Retirement Planning

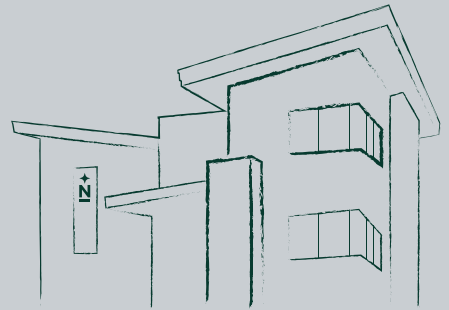
Offering a competitive retirement plan, such as a 401(k) with employer matching, helps attract and retain top talent while providing potential tax advantages.

Healthcare Costs in Retirement

Planning for future healthcare expenses through Health Savings Accounts (HSAs) or long-term care insurance helps ensure peace of mind down the road.

Balancing Your Personal Passions

Let's not forget your passions outside of your business and your overarching purpose. We work with you to align your overall plan with the things that matter most to you.



We're Business Owners Too

Our building and its natural surroundings are part of a vision and plan we've held for years. We envisioned a space where clients could take a meaningful pause and reconnect with hopes and dreams to find their TrueNorth and a path forward.

We understand and believe in the value of purpose-led planning for you and your business.



Succession Planning

The next mountain you scale may be retirement. At some point, every business owner faces the question: What happens next? Whether you plan to sell, pass the business to family, or transition leadership, succession planning helps ensure a smooth exit.

We know you're passionate about the business you've built. Our goal is to help you continue to reap the benefits of your hard work and live a life you love. To find your next step, we will look at various aspects of your life. Our approach takes your values, passions and purpose into consideration.

At TrueNorth, we will help you plan for a retirement that aligns with your vision and leaves a lasting legacy.

Structuring a Sale or Transfer

Understanding valuation, tax implications, and legal requirements is essential to a successful transition.

Minimizing Disruptions

A well-crafted succession plan keeps employees, clients, and operations stable during the transition.

Retirement Planning

Proper planning helps ensure that when you step away, you have the financial resources to enjoy your next chapter.

Help Prepare The Next Leader

35%

of organizations have a formalized succession planning process for critical roles.

74%

of leaders report they are unprepared and lack the training for the challenges they face in their roles.

Source: Harvard Business Review

A photograph of four professionals standing in a lush, wooded area near a stream. From left to right: a woman in a teal blazer and black pants, a man in a light blue polo and dark blue pants, a man in a bright blue button-down shirt and khaki pants, and a woman in a green blouse and black pants. They are all smiling and looking towards the camera. The background is filled with tall trees and green foliage, with a small wooden structure visible in the distance.

Let's Find Your Next Step

We'd love to connect and see if we're the right guide for your journey.

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