Helping your clients achieve success with business succession

Leverage your role as trusted adviser

It is an inescapable fact that business owners face a challenge in meeting their succession objectives without support.

As a trusted adviser to your clients, you should take a lead role in supporting your business clients for the following reasons:

1. A significant quantum of the anticipated wealth pool of business owners is generally tied up in their business equity and an assumption that this will be realised without a clear strategy is dangerous.
2. Disputes and financial distress are common when this subject has not been properly addressed and actions are taken in haste.
3. Clients are often unaware of the succession options and may have dismissed internal succession options prematurely despite the opportunities to transition more gradually, profitably and with less risk.
4. Structuring, valuation work and planning for future wealth management are key components of the succession process and your influence on these will help secure the engagement relationship with this owner and the next.

How you can help your clients

Most business owners who have established or built a successful business are justifiably proud of what they have achieved. However, it is surprising how few plan ahead for their successful exit from the business. Perhaps this is because they simply don't know who to turn to or that they can take control of the process.

There is no doubt that succession planning is a complex area with a diversity of matters requiring consideration and expertise.

These are generally beyond the skill set of most advisers; however, by working with a succession specialist who can assist you co-ordinate the various specialist advice needs, you are able to play an integral role in the stewardship of the client through the succession journey.

Seaview Consulting are succession specialists with the skills and expertise to develop and support the execution of succession strategies within your practice.

Our approach to working with you

We have developed a five-stage succession process to guide your client through the entire succession journey. Every stage is supported by a variety of tools and education programs.

We recognise that for clients, taking the first step can be the hardest, so we have developed a specific program to support you, our **Succession Awareness Program**. This will enable you to become informed about the issues clients face and what solutions are available.

Our Succession Awareness Program is an education and information forum designed to give you an understanding of the following:

- How to introduce the succession discussion as part of your ongoing interaction with your business clients.
- Recognising the triggers for a client in need of support, to educate your client on this need and then commence defining a succession solution with them.
- A broad understanding of the issues that need to be managed to achieve a successful outcome for your client.
- How to develop a program that is best suited to your business and your client's needs, which may include general presentations, workshops or one-on-one conversations with your clients.

Our approach to working with your clients

When working with your clients on their succession journey we work through you and with your client to develop a specific strategy to meet the client's objectives. Central to this is gaining a strong understanding of your client, their business and their economic and emotional objectives for succession.

With you, we will present to the client a tailored **Succession Blueprint** report, that explains how they are able to achieve their aims, the main concepts, the subsequent process and which professionals will need to be involved. The client is not committed beyond this point.

Contact us

Take the first step to working with Seaview Consulting, a professional partner who can deliver to your business the ability to offer valuable support in a key advice area.

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