



Business Fact Finder

STRENGTHENING THE RELATIONSHIP

Contents

Business Information	2
Your Professional Advisors	3
Owners	4
Non-Owner Key Employees	5
Prioritizing Your Goals	6
Employee Benefits	
Benefits for All Employees	7
Benefits for Owners and/or Select Key Employees	8
Exit Planning / Business Succession	9
Census Data	10

Products issued by

National Life Insurance Company® | Life Insurance Company of the Southwest®

National Life Group® is a trade name of National Life Insurance Company (NLIC), Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York.

Qualified and non-qualified plans are offered and administered independently of the companies of National Life Group. National Life is bound only by the terms of the life insurance contracts issued by the Group insurance companies. The companies of National Life Group® and their representatives do not offer tax or legal advice. For advice concerning your own situation, please consult with your appropriate professional advisor.

No bank or credit union guarantee | Not a deposit | Not FDIC/NCUA insured | May lose value | Not insured by any federal or state government agency

Guarantees are dependent upon the claims-paying ability of the issuing company.

Business Information

Business name					
Address		Address 2			
	City		State		Zip code
Primary contact	Name			Phone	
	Email				
Form of ownership	<input type="checkbox"/> Sole proprietorship <input type="checkbox"/> Partnership (or LLC taxed as a partnership) <input type="checkbox"/> S corporation (or LLC taxed as an S corporation) <input type="checkbox"/> C corporation (or LLC taxed as a C corporation) <input type="checkbox"/> Professional service corporation <input type="checkbox"/> Tax-exempt / government				
Company shares are:	<input type="checkbox"/> Privately-held <input type="checkbox"/> Publicly-traded				
Date founded		Fiscal year		Business income tax rate (%)	
Business website address					
Number of full-time employees			Number of other employees		
Date of last independent business appraisal		Name of appraiser			
Appraisal value (\$)		Estimated current value (\$)			
Do you have ownership in any other business(es)? <input type="checkbox"/> Yes <input type="checkbox"/> No					

If yes, please describe below:

--

Your Professional Advisors

Accountant	Name		Phone	
	Email address			
Attorney	Name		Phone	
	Email address			
Financial Professional	Name		Phone	
	Email address			
Other (fill in title):	Name		Phone	
	Email address			
Other (fill in title):	Name		Phone	
	Email address			
Other (fill in title):	Name		Phone	
	Email address			
Whom do you primarily rely upon and why?				

Owners

Name	Date of birth	Ownership %	Total W-2 income	Total K-1 distributions, if applicable	Income tax rate

Are any owners inactive? ☐ Yes ☐ No

Are any owners related? ☐ Yes ☐ No

If any owners are related, add names and relationships, if any, below.

Name	Relationship

What planning has been done to mitigate the risk to the business associated with the death or disability of an owner?

Non-Owner Key Employees

Which employees are critical to the success of your business?

Name	Title/Position	Date of birth	Total annual W-2 income	Income tax rate

Are any key employees related to the owners? ☐ Yes ☐ No

If yes:

Names	Relationship

What planning has been done to mitigate the risk to the business associated with the death or disability of the key employees?

What planning has been done to reward and retain the key employees?

Prioritizing Your Goals

Ten common business owner goals are listed below. Please identify your top three priorities for the next 1 to 3 years.

For your business	Covering any business debt I have personally guaranteed.
	Protecting the business in the event of a key employee's departure or death.
For you and the other business owners	Protecting my family's income in the event of my death.
	Receiving tax-efficient benefits paid with company dollars.
	Efficiently transferring my business interest in the event of my disability, retirement, or death.
	Receiving a fair price for my business interest.
	Equitably distributing assets to my children who are not involved in the business.
For your key employees	Rewarding and retaining my key employees by providing them tax-efficient benefits.
	Protecting my key employees' income in the event of their death.
For all employees	Providing a qualified retirement plan.

Employee Benefits

Benefits for All Employees

Does your company currently have in place a qualified pension or profit-sharing plan?

☐ Yes ☐ No

If yes, please answer the questions below.

Please indicate the type of qualified plan.

Is the plan meeting your retirement savings needs?

☐ Yes ☐ No

Please explain your response below.

Are your key employees satisfied with the current plan?

☐ Yes ☐ No

Please explain your response below.

If no, are you interested in offering a qualified plan?

☐ Yes ☐ No

If yes, select the applicable factors below (*check all that apply*):

- ☐ My business income is variable.
- ☐ My business income is constant.
- ☐ I would like to have flexibility while making contributions.
- ☐ I am comfortable making fixed contributions.
- ☐ I would like to contribute \$50,000 or less for myself.
- ☐ I would like to contribute \$50,000 or more for myself.
- ☐ My total budget that I would contribute to the plan is \$100,000 or less.
- ☐ My total budget that I would contribute to the plan is \$100,000 or more.
- ☐ I am interested in allowing employees to make before-tax contributions to the plan.
- ☐ Other

If “other,” please describe below.

Employee Benefits

Benefits for Owners and/or Select Key Employees

Does your company currently offer any of the following nonqualified benefit plans to its owners and/or select key employees?

If yes, please provide the names of the participants below.

Executive bonus	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Death benefit only	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Elective deferred compensation	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Supplemental retirement income	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Split dollar insurance	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Other (please describe)			

Are you interested in providing additional benefits to owners and/or to select key employees? ☐ Yes ☐ No

If yes, how important is it to have...? (Check all that apply)¹

...employer ownership and control over the plan	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important
...the employee contribute to the plan	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important
...the plan assets remain secure from business creditors	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important
...a plan that focuses more on retaining the employee than currently rewarding the employee	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important
...a plan that focuses on currently rewarding the employee	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important
...a plan that provides supplemental retirement income	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important
...a plan that provides death benefit protection	<input type="checkbox"/> Very important	<input type="checkbox"/> Important	<input type="checkbox"/> Not important

Which is more important?

Simplicity and low administrative costs or having the business recover its costs	<input type="checkbox"/> Low costs	<input type="checkbox"/> Neutral	<input type="checkbox"/> Cost recovery
Avoiding current tax to the employee or having future benefits not taxed to the employee	<input type="checkbox"/> Avoid current tax	<input type="checkbox"/> Neutral	<input type="checkbox"/> Benefits not taxed
Avoiding current tax to the employee or the employer receiving a current tax deduction	<input type="checkbox"/> Avoid current tax	<input type="checkbox"/> Neutral	<input type="checkbox"/> Current tax deduction

How much would you be willing to contribute annually to a plan benefitting your key employee?

--

¹ These section focuses on the benefits that best meet the objectives of the business and the owner / select key employee. The relative importance of each question depends on 1) how the business is taxed; and 2) whether the benefit recipient is an owner, or a non-owner select key employee.

Exit Planning / Business Succession

Have you determined when you want to leave the business?

☐ Yes ☐ No

Please explain:

Have you identified your successor(s)?

☐ Yes ☐ No

Please explain:

Is your successor financially ready to take over your business?

☐ Yes ☐ No

Please explain:

If you or your co-owner(s) dies or becomes disabled, what will happen to the business?

Do you have a written buy-sell agreement in place?

☐ Yes ☐ No

If yes, select
the type of
agreement.

- ☐ Unilateral buy-out
- ☐ Cross purchase
- ☐ Entity purchase
- ☐ Escrowed cross purchase
- ☐ Wait and see

When was the buy-sell agreement executed?

How is the agreement funded?

When was the last time you evaluated the adequacy of the funding?

When was the agreement last reviewed by owners and/or advisors?

Census Data

For **S and C corporations**, enter W-2 income; for **sole proprietorships**, enter net Schedule C income; for **partnerships**, enter net K-1 income. If relatives of the business owner are employed in the business, please indicate who is related and the nature of the relationship (*i.e. spouse, child, etc.*)

Employee Name	Gender M/F	Ownership %	Date of Birth	Date of Hire	Annual Income	Hours Worked
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		

Census Data, *Continued*

Employee Name	Gender M/F	Ownership %	Date of Birth	Date of Hire	Annual Income	Hours Worked
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		
Relationship:		Smoker Y/N:		Job Title:		

Notes:

Date of Initial Discussion:

Dates of Review:
