



Ballast

ENTREPRENEURS & BUSINESS OWNERS

As business owners ourselves, we understand the many hats you wear, the risks/stresses that are associated with your business, and the opportunities that are available to both you and your employees. Let us help establish an overarching plan, seeking to optimize your business opportunities, in coordination with your personal financial planning and personal life.

Lifetime Personal Finance Guidance

- Plan for Business Exit
- Diversification
- Tax Optimization
- Charitable Giving
- Income Stabilization

Coordinate Business Designs for Owners

- Retirement Plan to Benefit Owners
- Insurance Coverage to Benefit Owners
- Provide Guidance Across Multiple Owners/Perspectives
- Design Owner Income and Profit Distributions
- Assess Risk Management Across Owner's Lives

Business Exit Planning

- Balance Sheet Preparation
- Lifestyle Business vs. Enterprise Business
- Capital Improvements Decision Making
- Debt Decision Making
- Financial Statement Guidance

Cash Management and Liquidity

- Asses Liquidity Needs
- Analyze Future Liquidity/Investment Needs
- Cash Holding Vehicle Guidance
- Operating Reserve Guidance
- Manage FDIC Insurance Coverage

Business Growth Planning

- Grow vs. Exit Decision Making
- Equipment Buy vs. Lease Decision Making
- Real Estate Rent vs. Ownership Guidance
- Inventory Purchase Guidance
- Hiring Guidance

Access to Professional Network

- CPA/Tax Preparer
- Estate/Business Attorney
- Banker/Lender
- Realtor
- Insurance Agent

Business Guidance

- Assist with Financial Projections
- Provide Objective Feedback
- Assist with Design/Modifications of Business Plan
- Assist with Internal Budgeting/Accounting
- Guide Brainstorming

Guidance on Employee Benefits

- Retirement Plan Guidance/Selection
- Group Health, Disability, & Life Insurance
- Key Employee Benefits
- Fringe Benefits
- FSAs vs. HSAs

Goal Planning

- Set and Monitor Goals
- Balance Organizational Growth vs. Current Needs
- Establishing Savings for Aspirational Purchases
- Provide Long-Term Discipline
- Accountability Partner

Business Insurance Guidance

- Key Person & Interruption Insurance
- Death & Disability Buy/Sell Insurance
- General Liability Insurance
- D&O Insurance
- Worker's Compensation

