



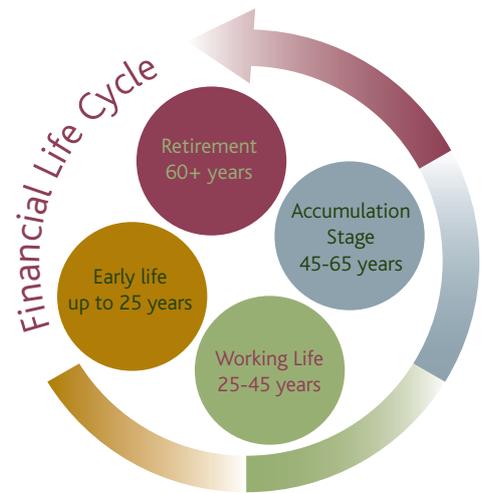
## Case Study | Key Person Protection



*"I was so impressed with Jennifer's services I asked her to set up various other financial policies and investments for both my business and personal situations. Jennifer is a real expert in her field and with a very approachable demeanour."*

Beth Burge, BB Administration, Witney

Beth, Managing Director of BB Administration LTD is in the **Working Life** phase of her financial life cycle. With Beth's growing business she wanted to make sure her business, clients and husband were not left in difficulty in the event of her premature death.



BB Administration Ltd is a growing small business and, as is typical with small growing businesses, is heavily dependent on a key person. It's also very common for small businesses to put taking financial advice as a low priority because the business owner is just too busy to stop. However, there are many ways you can go wrong without taking financial advice, and Beth recognised this.

We followed the **Bay Tree Financial Planning Six-Step Process**, which enabled me to get to know Beth, her business, her goals, her views and fully understand her current financial

situation. Early in the process we discovered the business was not protected in the event of premature death of Beth. We discussed the impact this could have on her husband and her valued clients.

Beth wanted to ensure the business would have a lump sum on her death to pay for a temp to take over the running of the business and look after her clients. Her husband could also take an income from the business and start to wind it up.

I designed and proposed a full financial plan for Beth and BB Administration. Everyone in the working phase of the financial life cycle has a budget to work to, so I prioritised the advice. Key Person Protection was Beth's top priority.

Beth was delighted with the proposal and asked me to implement my first recommendation, which has given her peace of mind in knowing that her husband, clients and business will have the financial protection they need. With our regular reviews I will help Beth achieve the further financial goals she wants to achieve and I'll make sure all plans remain suitable for all her and BB Administration's future circumstances.



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