

INSURANCE STRATEGIES

Business/Corporate Life Insurance Needs Analysis

This framework helps identify and quantify the life insurance needs of a business across its key risk areas, ensuring coverage is appropriate, sufficient, and aligned with business goals.

Key Areas of Analysis:

- 1. Business History - Company structure, history, ownership, and operations**
- 2. Owners & Key Employees - Ownership interests, shareholder agreements, creditor protection needs**
- 3. Business Planning - Short-term (1-2 yr), medium-term (3-6 yr), and long-term (7+ yr) goals and succession planning**
- 4. Key Advisors & Existing Plans - Legal, accounting, insurance relationships; existing coverage; how debt is secured**
- 5. Financial Data - Income statements, tax-specific data (CCPC status, CDA, RDTOH, CNIL), and balance sheet**

Four Core Insurance Purposes:

- Facilitating Buy-Sell of a Deceased's Business Interest
- Maintaining the Business in the Absence of a Key Person
- Funding Deemed Disposition and Capital Gains Taxes at Death
- Replacing Lost Income for Dependents

This analysis provides the foundation for a comprehensive, tax-efficient insurance strategy tailored to the business's unique needs.