Wealth Management for *Business Owners*

Your Partner in Planning







GLENMEDE
PRIVATE WEALTH

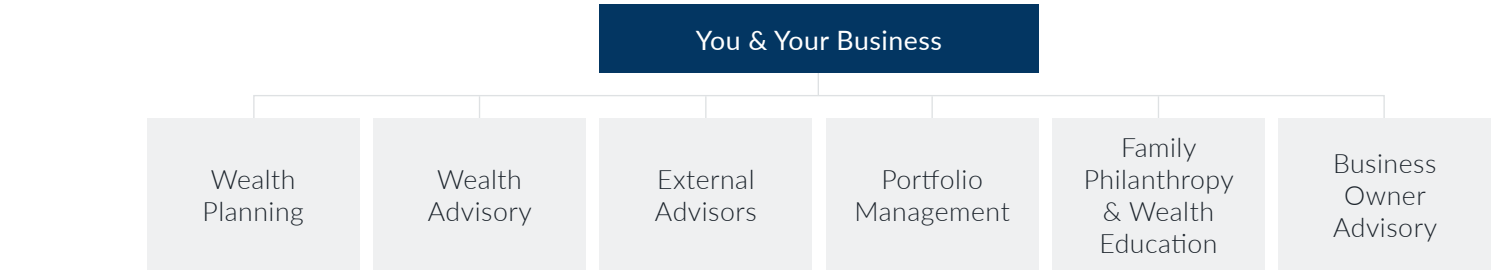
Your Partner in Planning

You are not just running a business — you are nurturing a dream and building a legacy. Whether you are an entrepreneur, a new small business owner or taking over the family business, we can be a trusted partner that supports you at every stage.

A Centralized Team

At Glenmede, we understand the complexities of business ownership and can help align your business ownership and succession objectives with your personal goals. Through comprehensive and customized planning specific to your individual situation, we work to help you manage and grow your wealth while building the framework for a long-lasting legacy.

Our Business Owner Advisory Services specialists possess a variety of professional backgrounds with insights into transfer, governance and succession. This knowledge allows us to provide guidance on an array of wealth and planning strategies that are tailored to you as a business owner.





A Planning-Led Approach

A well-thought-out plan can play a significant role in a successful outcome — the same applies to both your business and personal wealth. Our proprietary Goals-Based Wealth Management (GBWM) process can connect the complex relationship between your business and personal goals, whether you seek to maintain and grow your business, pass it on to a subsequent generation or sell to a strategic or financial buyer.

The GBWM process starts by evaluating your financial independence, risk tolerance and ability to meet your lifestyle, legacy, and philanthropic goals today and throughout your lifetime. Many details, including the structure of your business, cashflow needs, tax considerations and estate planning opportunities, can be analyzed to determine their impact on your probability of success as you define it.

Goals-Based Wealth Management

BUSINESS OWNER PLANNING

- Outline owner objectives
- Keep or sell analysis
- Review business governance & agreements
- Create business mission statement & value proposition
- Valuation considerations
- Risk management review
- Asset protection techniques
- Succession planning & successor preparation
- Exit planning
- Post-transition & ongoing monitoring

PERSONAL PLANNING

- Wealth planning
- Investment management
- Estate planning
- Tax planning
- Philanthropy
- Next-generation education

Support at Every Stage

Wherever you are in your company's lifecycle, our Business Owner Advisory Services specialists are here to help you reach your desired outcomes, while preserving your family's long-term financial well-being.

Starting Your Business

Starting a new business demands a lot of work and requires thorough financial planning. Since your personal finances are often linked to your business, managing the interconnection between the two can be overwhelming.

Our GBWM process can analyze your current financial landscape to help you consider potential funding options for your business, whether with outside investors, through conventional credit or by using your personal assets.

As you organize your business, decisions you make early will continue to have an impact throughout your business's lifecycle. We can help you understand the potential cashflow and tax implications of one organization type versus another. Making informed decisions at the outset can help position you and your business for positive results.

Transitioning Your Business

Eventually, all business owners will be faced with the transition of their business. Whether to the next generation of the family by gift, sale or part of each, or to insiders or outsiders, our team can partner with you to define and then weigh the pros and cons of every scenario. Based on this assessment, we can help you design a succession plan that secures continuity and a long-term roadmap for both you and your business.

A succession plan establishes key roles for future leaders when you are ready to transition the business, and provides guidance under unexpected circumstances.

Designing a Succession Plan

Regardless of whether the transition is scheduled or occurs because of unanticipated events, a succession plan prepares you and your organization for the future. Over the long term, a succession plan can yield results in the form of:

- Continuity of leadership and management
- Preservation of business and family culture
- Business performance
- Improving relationships for family-run businesses
- Positioning for a potential sale

It is important that your succession plan aligns with your business's unique perspective and core values as well as with your financial goals and overall estate plan. Having a formal succession plan in place provides a process for the future and is critical for success and sustainability of the business you have worked so hard to build.

Purchasing a Business

There are advantages to purchasing an existing business, such as avoiding start-up challenges or the uncertainty of potential success. In any scenario, the process can be demanding, whether you are an established business owner or purchasing your first business.

Coordinating with your legal and accounting advisors, we can determine how this significant purchase may align with your risk tolerance, investments, taxes, retirement, estate plans and, ultimately, the probability of meeting your goals. We begin with the end in mind, helping you spot issues and make decisions for the long term. We can also model various financing options to determine if an approach is suitable to your circumstances or may compromise your future financial stability.

Family Governance

Often overlooked, family governance is a set of rules, procedures and principles that can help protect your business. It assists you and your family by formalizing a plan to govern decision making processes and establish communication best practices.

Drawing on decades of experience working with successful, multigenerational families, we understand how to guide family businesses through unique challenges created by the dynamics of family relationships.

Family Governance Structure

- Values, vision and mission
- Family council
- Roles and responsibilities
- Decision-making framework
- Communication standards

Family Education

Transitioning your family business from one generation to the next can be one of the most difficult challenges you face. Together, we help inspire the next generation of family business leaders through a series of educational sessions that cover:

- Business basics
- Risk management
- Investments
- Trust essentials
- Wealth & financial planning
- Philanthropy
- Tax planning

Ongoing Support

Your dedicated team can monitor your progress at each stage, and prepare you for the next. Collaborating with your attorney, accountant and other professional advisors, we aim to work as a unified group to help you navigate your personal and business endeavors. As your business develops, we will assist you in reviewing documentation so you understand your current circumstances. We will continue to present you with options for structuring tax efficiencies and preparing for the future, whether it be expansion or transition.

Sustaining a family business over multiple generations can be a challenge. With open communication, proper education and guidance, we can pave the way for the next generation to fully participate in your family's endeavors. We engage the next generation in straightforward conversations to help prepare them for leadership.

The Values that Guide Our Business

Just as your mission guides your business, our core values lead us and are the foundation for how we serve our clients.

Accountability

Exceptional performance is an obligation that each individual owns and owes to our clients, colleagues and communities.

Agility

Client-focused and forward-thinking, we unite on shared goals and respond to evolving opportunities and challenges.

Integrity

Our unwavering principles are guided by honesty, forging a reputation built on trust.

Perfectly Positioned

Our structure is by design. Understanding the benefits of being optimally sized, we are a boutique wealth manager with the scale to provide comprehensive solutions, while maintaining our client focus to deliver customized services.

Glenmede Private Wealth is privileged to have the opportunity to partner with you. To learn more or to contact us, please visit www.glenmede.com.

[1] https://www.pewtrusts.org/en/about/mission-and-values#:~:text=Our%20mission%20is%20to%3A,and%20insisting%20on%20tangible%20results

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