
# The 2% Club

# Advantage…


Griffiths, Dreher & Evans, P.S., CPAs
Registered Investment Adviser
& Certified Public Accountants

FOLLOW 5 RULES
COMPLETE 10 STEPS
JOIN THE
2% CLUB

# *The 10 Steps of Successful Small Business Owners*

| | |
|---|---|
| Step #1 | Establish Successful Business |
| Step #2 | Achieve Personal Budget < 70% Income |
| Step #3 | Establish Brokerage Account |
| Step #4 | Purchase Commercial RE for Business |
| Step #5 | Pay off Your Personal Residence |
| Step #6 | Achieve Personal Budget < 50% Income |
| Step #7 | Develop 80% of Wealth Outside Business |
| Step #8 | Achieve Personal Budget < 3-5% Net Worth |
| Step #9 | Sell, Transfer or Keep Your Business |
| Step #10 | Welcome to The 2% Club! |

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# The 2% Club Advantage

Just 2% of business owners will achieve everything they dreamed of when they opened their business. We call this rare, but highly successful group "The 2% Club." By having full, unlimited access to the following expertise, you gain a significant advantage in accelerating your success and Joining The 2% Club.

- ✓ Unlimited Business Valuation Consulting
- ✓ Unlimited Tax Strategy Consulting
- ✓ Unlimited Financial Consulting
- ✓ Unlimited Exit & Succession Consulting
- ✓ Unlimited Estate Protection Consulting
- ✓ Annual Updated Business Valuation
- ✓ Personal & Business Tax Preparation
- ✓ Audit Representation Included
- ✓ One Level, Fixed, Monthly Fee

The pages that follow detail the significant benefits and expertise available to you when you become a member of our community of financially successful business owners.

Best of Success,

*Thomas M. Griffiths*

Thomas M. Griffiths, CPA, MBA, ABV, PFS

Note: This is a companion service to the book "The 10 Steps of Successful Small Business Owners"

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# Expert Consulting

| The 5 Rules | The Deliverables |
| --- | --- |
| **UNDERSTAND** BUSINESS **VALUATION** | Unlimited Business Value Consulting & Annual Updated Valuation |
| **USE TAX STRATEGIES** THAT BUILD **YOUR WEALTH** | Business & Personal Tax Return Prep., Unlimited Tax Strategy Consultation |
| **DEVELOP** INVESTMENTS **OUTSIDE YOUR BUSINESS** | Investment Advice & Management With Separate AUM Agreement |
| **STAY INFORMED** ABOUT EXIT **& SUCCESSION PLANNING** | Unlimited Exit Planning & Succession, Business Sale & Transfer Consulting |
| **PROTECT** YOUR **WEALTH** | Unlimited Consultation in Estate Protection, Wills, Trusts, Other |

Unlimited Advisory Meetings
Unlimited Financial Consulting
Audit Representation Included
One Level, Fixed, Monthly Fee

UNDERSTAND BUSINESS VALUATION

## Overview

Understanding business valuation is critical to making everyday business decisions that enhance the value of your business. Decisions that make it more valuable will also make it easier to sell long term.

## Key Questions to Ask Yourself

1. Do I know what the value of my business is and why it changes?
2. Do I know how to increase business value without increasing size?
3. Do I know the key business value drivers for my business?

## Included Reports, Consultation & Education

- ✓ Initial Certified Business Valuation
- ✓ Annual Updated Business Valuation
- ✓ On-Demand Business Valuation Update
- ✓ Consulting to Identify Business Value Targets
- ✓ Consulting to Identify Metrics of Value Target
- ✓ Cost of Capital & Financing Consulting
- ✓ Building Business Value Consulting
- ✓ Day to Day Value Decision Advice
- ✓ Business Value Protection Consulting
- ✓ Business Valuation Industry Report Access
- ✓ Access to Certified Valuation Analyst (CVA)
- ✓ 2% Club Business Valuation Videos

# USE TAX STRATEGIES THAT BUILD YOUR WEALTH

## Overview

Maintaining an optimal tax position can greatly improve your wealth over time, and the savings generally repeat each year.  Tax positions should be monitored and adjusted during the year to achieve best results.

## Key Questions to Ask Yourself

1. Am I employing all available tax strategies to minimize my tax burden?
2. Am I reviewing tax strategies during the year and making adjustments?
3. Do I understand the tax benefits of business owner occupied real estate?

## Included Reports, Consultation & Education

- ✓ Personal & Business Tax Return Preparation
- ✓ Interim Meetings for Tax Adjustments & Estimates
- ✓ Tax Efficient Entity Selection
- ✓ Tax Efficient Owner Compensation
- ✓ Self Charged Rent Strategies
- ✓ Cost Allocation Strategies
- ✓ Unrealized Income Strategies
- ✓ Tax Deferral Strategies
- ✓ Tax Strategies to Maximize Net on Sale
- ✓ General Advanced Tax Consulting
- ✓ Access to Certified Public Accountants (CPA)
- ✓ 2% Club Tax Wealth Strategies Educational Videos

# DEVELOP INVESTMENTS OUTSIDE YOUR BUSINESS

## Overview

Developing investments outside your business is key to joining the 2% Club. Successful members of the 2% Club generally will accumulate four dollars of outside investments for every dollar of business value.

## Key Questions to Ask Yourself

1. Do I live on less than 70% of my income (including taxes) and invest 30%?
2. What is my goal for total wealth excluding my home & personal items?
3. What does my financial advisor do for me & what expertise to they bring?

## Included Reports, Consultation & Education

- ✓ Unlimited Financial Consulting
- ✓ Investment Review, Analysis & Advice
- ✓ Help to Profile the Ideal Real Estate for your Business
- ✓ Understand Benefits of Real Estate Cost Allocation
- ✓ Real Estate Purchase Assistance
- ✓ Non-Traditional Investment Advice
- ✓ Global Asset Allocation including Business & Real Estate
- ✓ Institutional Investing Style & Proper Asset Allocation
- ✓ Advanced Investment Management (Separate AUM Agreement)
- ✓ Guidance in Understanding 2% Club Goals
- ✓ Access to Certified Financial Planner (CFP)
- ✓ 2% Club Developing Outside Investments Educational Videos

# STAY INFORMED
# ABOUT EXIT
# & SUCCESSION PLANNING

## Overview

Whether you want to remain in your business indefinitely or exit your business and retire, staying informed about exit & succession planning is critical to protecting and realizing the value of your business interest.

## Key Questions to Ask Yourself

1. Do I want to leave my business or remain involved indefinitely?
2. Do I know who I want to sell it to, for how much and when?
3. Am I laying the long term groundwork for a successful sale?

## Included Reports, Consultation & Education

- ✓ Unlimited Exit & Succession Consulting
- ✓ Access to Certified Exit Planning Advisor
- ✓ Proper Entity for Exit or Succession Plan
- ✓ Tax Strategies for Maximizing Net Proceeds
- ✓ 3rd Party Sale vs. Insider Sale Consulting
- ✓ Efficient Succession Planning to Family
- ✓ Broker vs. Investment Banker Sales Advice
- ✓ Employee Stock Option Program (ESOP) Advice
- ✓ Guidance in Positioning Your Business for Sale
- ✓ Guidance in Selling Your Business, Sale Financing
- ✓ Guidance in Profiling Your Ideal Buyer & Managing Risk
- ✓ Guidance in Preparing Insiders for a Purchase
- ✓ 2% Club Exit & Succession Educational Videos

PROTECT YOUR WEALTH

## Overview

Protecting your wealth is about taking some very simple steps to manage risks and protect yourself from having your assets unjustly taken. These steps help get your financial house in order and keep it that way.

## Key Questions to Ask Yourself

1. Do I have a buy-sell agreement to protect the value of my business?
2. Do I know that my will or trust will achieve what I intend it to?
3. Do I understand how to protect myself from people in positions of trust?

## Included Reports, Consultation & Education

- ✓ Unlimited Estate Protection Consultation
- ✓ Consulting on Property, People and Process in Estate Plans
- ✓ Consulting on Business Buy Sell Agreements
- ✓ Consulting on Business Contingency Plans
- ✓ Consulting on Protecting Yourself from People in Positions of Trust
- ✓ Consulting on Estate, Gifting & Charitable Giving
- ✓ Assistance with Family Financial Matters
- ✓ Consulting on Tax Efficient Business Transfer to Family Members
- ✓ Strategies to Protect your 2% Club Status
- ✓ 2% Club Protecting Your Wealth Educational Videos

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## Our ROAD MAP ... For Selling Your Business

- ☐ Owner Obtains SBA Certified Business Valuation
- ☐ Determine Financial Feasibility
- ☐ Achieve Business Value Target

  Ready to Sell
- ☐ Goal: Attract Multiple Qualified Buyers
- ☐ Business Purchase Opportunity Sheet
- ☐ Non-Disclosure Agreement
- ☐ Obtain Buyer Credit Report
- ☐ Document Package
  - ➢ Company Overview & Benefit Statements
  - ➢ Credible SBA Certified Business Valuation
  - ➢ Tax Returns & Financial Statements
- ☐ Buyer Consults Their Advisors
- ☐ Letter of Intent – Price, Terms, Date
- ☐ Buyer's Financing Commitment Letter
- ☐ Buyer Due Diligence Period
- ☐ Attorney Prepares Purchase & Sale Agreement
- ☐ Both Parties Sign Purchase & Sale Agreement
- ☐ Bank Selects Closing Attorney
- ☐ Bank Obtains SBA Certified Business Valuation

Business Sold!

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Note: Businesses Listed & Sold Under a Separate Business Sale Representation Agreement


# Investment Management Services

*"Based on how the Top 2% of Financially Successful Business Owners Invest"*

- Customized Asset Allocation
- Coordinated Tax Loss Harvesting
- Coordinated Tax Strategies
- Nice To Have It All In One Place
- Estate Planning and Wills
- Retirement Planning
- Total Wealth Approach
- A Successful Investing Experience

TD Ameritrade    Vanguard    Dimensional
Pershing    POWERADVISOR SOLUTIONS FOR INDEPENDENCE    SSG Shareholders Service Group

"A Nobel Prize Winning Investment Strategy"

| Market Returns | Low Risk | Wealth Centric |
|---|---|---|

| Pillar #1 | Pillar #2 | Pillar #3 |
|---|---|---|

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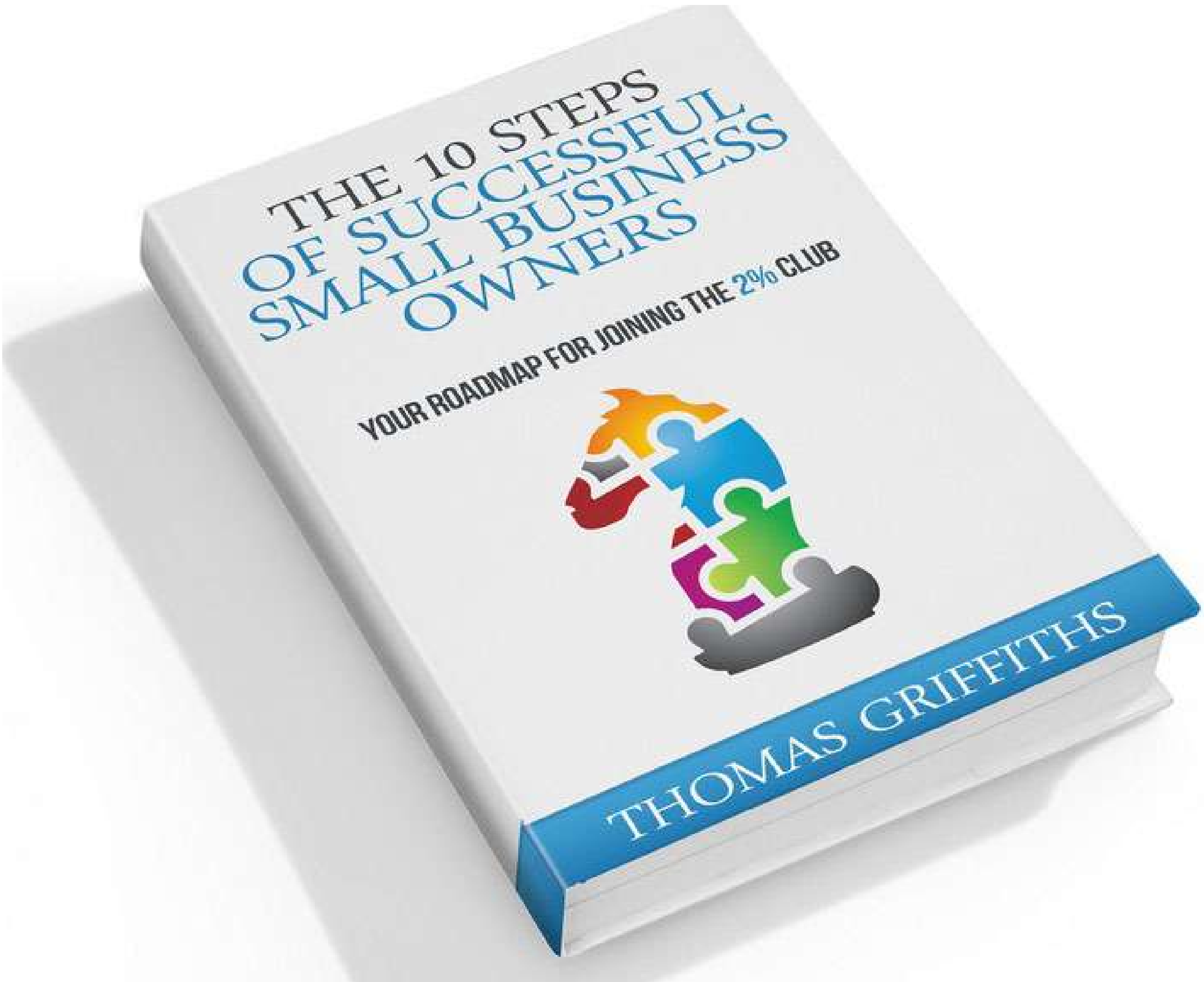
Note Investment Management Service Provided Under Separate Agreement

## *Only 2% of Entrepreneurs Will Succeed….*

### *……Will You Be One of Them?*

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