

# Business Life Cycle.

A solid foundation for approaching your dreams and goals.

## What is really important to me?

Only you know the desires and dreams you have for your business as well as yourself and your loved ones.

## What do I need to do to help make my dreams a reality?

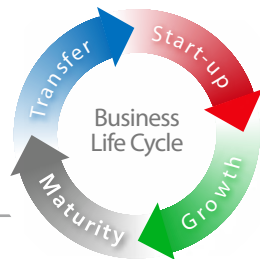
Have you charted the necessary steps to make these things happen?

## What might dramatically interfere with my dreams?

Would you be able to fulfill the vision you have for your business if you experienced... an unexpected loss to your business location or inventory... the loss of a key employee or partner... the sudden death or disability of yourself or another individual who is critical to the business?

## Are you prepared to weather a disaster and keep your dreams intact?

These are some pretty tough questions. You may be asking yourself "Where would I even start?" Your State Farm® agent can help!



## Business Life Cycle Definitions

### Start-Up Stage

You are establishing the business, pouring profits back into the business, and testing your business plan.

### Growth Stage

Your business' sales and customers are increasing. The business is dealing with growth, as well as competition. The business may increase the number of employees. This is often the time when the business owner may need to re-evaluate the business plan and finances.

### Maturity Stage

By this stage, the business has built a stable, loyal customer base. Growth is stable. You will continue to evaluate the market and look for ways to improve the business and adjust to market conditions.

### Transfer Stage

In this stage, the business owner retires, closes the business, or sells the business.

## Business Asset Protection

Insurance to protect your property and liability exposures.

## Owner/Executive Benefits

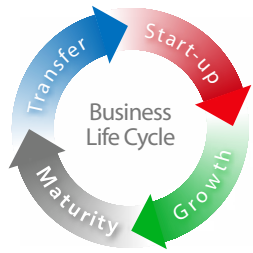
Individualized benefit plans for business owners, top executives/management, and highly compensated employees; examples include Executive Bonus, Non-Qualified Deferred Compensation, and Split Dollar Life Insurance.

## Business Continuation

A plan (upon the death of a business owner) which allows surviving owners to continue the business without interference from the deceased owner's heirs, creates a guaranteed market for the business interest, establishes the value of the business for federal estate tax purposes, and provides liquidity for the estate of the deceased owner by turning the business interest into cash.

## Employee Benefits

Various non-wage compensation packages provided to employees in addition to their normal wages for the purpose of increasing the economic security of the employees; examples are group life insurance and business retirement plans.



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## Start-Up Stage

## Growth Stage

## Maturity Stage

## Transfer Stage

### For the Business

#### Business Asset Protection

Business Auto, Business Owner policy or Contractor policy, Bonds, Inland Marine, Commercial Liability Umbrella policy, and Employers Non-Owned Liability (ENOL)

#### Business Asset Protection

Increased Coverage for Business Lines, adding additional coverages.

#### Business Asset Protection

Increased Coverage for Business Lines, adding additional coverages.

#### Business Asset Protection

Products and Completed Operations Liability Policy

### For the Owner Key Person

#### Owner/Executive Benefits

Life, Disability Income\*, Critical Illness\*

#### Business Continuation

Disability Income\*, Critical Illness\*

#### Owner/Executive Benefits

Life, Disability Income\*, Critical Illness\*

#### Business Continuation

Disability Income\*, Critical Illness\*

#### Owner/Executive Benefits

Life, Disability Income\*, Critical Illness\*

#### Business Continuation

Life Insurance

#### Owner/Executive Benefits

Estate Planning

#### Employee Benefits

Distribution Planning (Retirement)

### For All Employees

#### Employee Benefits

Disability Income\*, Critical Illness\*

#### Owner Executive Benefits

Long Term Care\*

#### Employee Benefits

Distribution Planning

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