

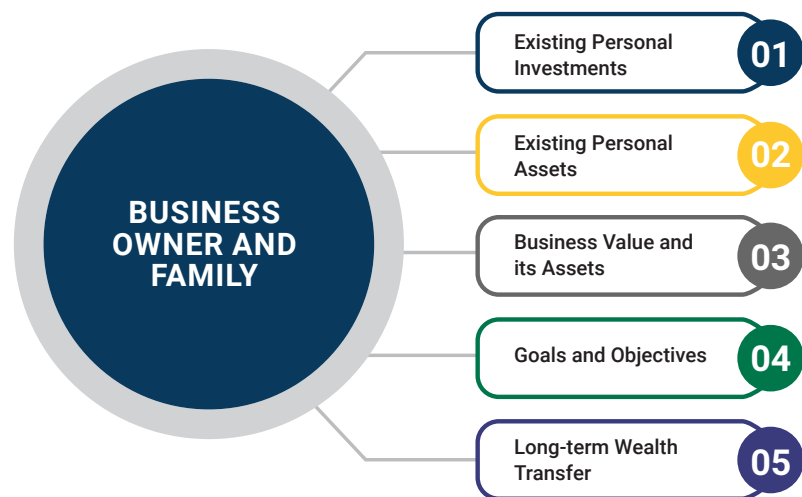


TO US, BUSINESS IS PERSONAL

You spent years building a successful business, but how much time have you spent creating a personalized wealth plan that protects its value? Generational Wealth Advisors works with you to maximize your after-tax sale proceeds and design a clear plan that defines your goals and protects your wealth.

Our strategic wealth planning addresses key areas:

- Tax Mitigation
- Risk Management
- Goal/Legacy Planning
- Portfolio Management



▶ **80% of business owners' wealth** is tied up in the business, so it's crucial to prepare for your exit so nothing is left on the table. An alarming 96% of business owners don't have a formal "life-after-exit" plan.

Exit Planning Institute State of Owner Readiness Survey

How We Can Help You

Finish Line Plan

Our Finish Line Plan is designed with business owners in mind. Among business owners, ¹**74% do not have a personalized wealth plan** as a part of their exit strategy. Our process provides you with a strategic wealth plan in preparation for your exit. This plan addresses three key issues every business owner should ask:

1. **Are my current assets working for me in an efficient way?**
2. **What can I do today to proactively prepare for my upcoming exit?**
3. **How can I begin preparing for life after I exit my business?**

¹ Exit Planning Institute State of Owner Readiness Survey



Tax Analysis Report

Through our relationship with an advanced tax and estate-planning attorney, we help maximize your post-sale proceeds. The *Tax Analysis Report* provides you with recommendations related to the sale of your business and its impact on your finances.

The analysis includes state and federal income tax consequences for a sale, the use of tax reduction vehicles, and the role of charitable contributions prior to a sale.



Wealth Management

When we consider the funding of your goals identified in your *Finish Line Plan*, we determine the required rate of return and seek to minimize the level of risk necessary to achieve them. Your portfolio will be the engine that helps drive this.

As an independent firm, we have access to a wide variety of investment strategies and managers.

These include alternative asset classes that don't move with capital market performance.

Taking all of your unique inputs into consideration, we design a strategy and portfolio focused on achieving your objectives.

The Generational Difference

Working on your behalf to create a plan to achieve your goals is at the heart of what we do at Generational Wealth Advisors.

We are fee-only fiduciaries.

Our firm was built using a fiduciary standard. That means we are legally required to put our clients' needs first and aren't compensated by placing you in a specific investment strategy.

We strive for excellence every day.

We consider every detail and have long-standing relationships with best-in-class industry partners. We offer institutional-quality solutions, products and cost structures enabling us to custom design you an ideal strategy and action plan.

We know business owners.

We work alongside business owners, like you, and their families every day. We help them not only exit their business but also maximize their wealth for the long-term.

Our award-winning team has the experience.

Collectively, our team has more than a century's worth of industry experience. Many of us have been business owners and understand your unique needs.

Generational Wealth Advisors ("GWA") is a registered investment adviser. Information presented is for educational purposes only. It should not be considered specific investment advice, does not take into consideration your specific situation, and does not intend to make an offer or solicitation for the sale or purchase of any securities or investment strategies. Investments involve risk and are not guaranteed. GWA does not provide legal or tax advice. Be sure to consult with a qualified financial adviser, attorney, and/or tax professional before implementing any strategy discussed herein.

Contact your client experience manager today to get started or email us at info@generationalwealthadv.com.