



## Sales Idea

# Business Valuation

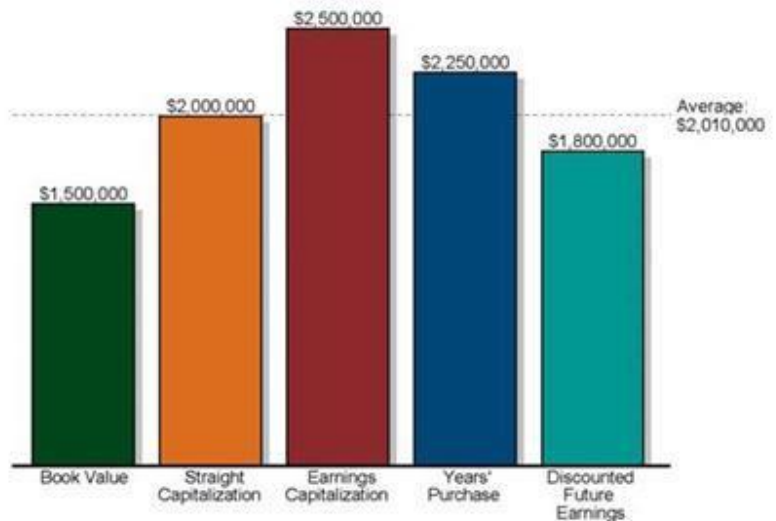
The business is generally an owner's most valuable asset, however an economic downturn may create a financial gap between actual market values and capital planned for a business exit or personal estate.

## The idea

Business valuation of an entity or ownership interest can help minimize the impact of a market downturn when determining the proper insurance for buy-sell purposes or "pegging" the value of an estate for federal estate tax purposes. While an exact method for determining the value of a business does not exist, there are many methods by which a business may be valued. Our Advanced Solutions team has the expertise to provide an informal valuation and help you determine a plan of action to meet your client's business objectives and goals.

## The opportunity

- The Principal Financial Group® offers **free** informal business valuations using five of the most commonly used valuation methods (see graph).
- Business valuations can create multiple sales opportunities for buy-sell agreements, business protection, exit planning, retirement income; family protection and estate planning.



**We can help you maximize your business valuation sales opportunities.**

### FOR MORE INFORMATION

**Diversified Brokerage Specialists**  
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