



The BraveHeart Exit: 7 Steps to Your Family Business Legacy

Randy M. Long

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Did you know that... **Fifty percent of successful business owners plan to exit their companies before 2020?**

Yet millions of business owners have *no plans for succession*. For owners that have a plan, those strategies can easily fail due to inadequate transition tactics, poor implementation, and mismanaged processes.

Randy M. Long, JD, CFP®, CExP™, created *The BraveHeart Planning Process™* to ensure a successful business transition for you, the owner, and your family. The transition out of your business is likely the largest financial transaction of your life ---- generally 70-90 percent of your net worth. The sooner you start preparing, the better your chances to exit well.

The BraveHeart Planning Process™ will help you create and execute your own roadmap for a successful business exit. When complete, your plan should provide for a transition when you want, to whom you want, for the amount you need for financial independence. And, it strengthens your family along the way.

Randy has advised hundreds of business owners over a thirty-year career, involving the sale or transition of their businesses. He has also prepared and administered many estate plans for families who left their businesses to their children. He knows what works and what doesn't. He understands business decisions that build families?and those that destroy them. **This is planning at the nexus of business and family.**

Owning a business is not for the faint of heart. As you grow and ultimately transition your business, you should do so with a commitment to both live and leave a legacy that endures for generations. It's time for you to get started!

(Randy M. Long)

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