

The Cincinnati Life Insurance Company

**Business Life Insurance**

## **BUSINESS CONTINUATION**

Taking Care of Business



### **Developing your plan**

Using term, universal life or whole life insurance, you can fund a business continuation plan that stabilizes and maximizes the value of your business.

Plan now for the future of your business by:

- creating a market for a deceased owner's share of the business
- establishing the price and terms of the sale
- providing the cash needed to complete the purchase

Your business continuation plan can help establish the value of your business for estate taxes. And at a time when there are many important items to manage, it can prevent ownership of your business from transferring into the wrong hands.

By establishing your business continuation plan, you can reassure your creditors that your business will remain a good credit risk. And your employees can rest easier knowing that should an owner die, the business will continue.

For more information, please contact your local independent agent recommending coverage.

This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. All applicants are subject to eligibility requirements. Products available in most states.

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