Business Life Insurance

BUSINESS CONTINUATION

Taking Care of Business

Developing your plan

Do you have a plan in place to keep your business running smoothly in the event of an owner's untimely death? Using term, universal life or whole life insurance, you can fund a business continuation plan that stabilizes and maximizes the value of your business.

At a time when emotions are high and details matter most, plannng can prevent ownership of your business from transferring into the wrong hands. 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

Establishing your business continuation plan can reassure your creditors that the 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.

THE CINCINNATI LIFE INSURANCE COMPANY

Everything Insurance Should Be®

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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