

Key Person Insurance

As a successful business owner, you have worked hard to build your business. You have hired exceptional people to help your business grow and flourish. All too often a business fails to recognize and quantify what the loss of a key employee would mean to the future profitability and viability of the business. Recognizing and addressing this need is an important part in sound business risk planning.

Questions to ask regarding your business:

- Would your business suffer financially if you lost a key employee?
- Which employees would be difficult or even impossible to replace?
- If you lost your top salesperson tomorrow, how would that impact your business for the remainder of the year?
- Could losing a key employee have adverse effects or restrictions on your company's credit?

This risk can be insured for pennies on the dollar with Key Person Insurance

Key Person insurance is a life insurance policy purchased by the business on the life of a key employee. The policy is payable to the business on death or in some cases on critical illness and terminal illness. Proper key person planning helps businesses make up for lost earnings and helps cover the cost of finding and training a replacement.

