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ReaganView

Perpetuation Optimization Process

To our Clients and Friends:

Agency valuations have reached levels never seen before. Reactions to this have been mixed. For some firms, it has created an attractive sale opportunity. For others, it has posed an unwelcome challenge to private ownership.

For those committed to private ownership, today's marketplace demands answers to several questions:

- What are the aspirational goals of your leadership team? Do these goals correspond with your shareholders' financial return objectives?
- Do the right people own your agency? Do they own the right *amount* of your agency?
- Do you have the right corporate structure in light of recent changes in the U.S. tax code?
- Is your mechanism for transferring shares effective and optimal for your circumstances?
- Are you taking advantage of the new and better sources of capital that are currently available for growth and perpetuation?
- Is your agency's value appropriate in light of your objectives and your agency's performance? Is there a logical connection between your "internal value" and your "street value?"

A record number of agencies have recently asked us to review their perpetuation plans and help them chart a path through today's complicated maze of alternatives. Some have been confused by "noise" within our industry coming from advisors who promote solutions that

In response, we have taken our vast knowledge and proven experience working with the top firms in the industry and created the **Perpetuation Optimization Process** - a comprehensive but efficient process to re-assess the perpetuation landscape. It objectively considers the full range of options and alternatives available and identifies those best aligned with our client's objectives, operating characteristics and current ownership structure.

Such a review must be done by an advisor with the knowledge and experience, the analytical skills and, most importantly, the commitment to put the client's interest first. Our clients want a trusted advisor; that is what we are committed to be.

Let us know if you have an interest in learning more about our **Perpetuation Optimization Process**. The timing may be excellent for a systematic review of your perpetuation plan. It may confirm you are on the right path, or it may lead you in a new direction that is better suited to help you achieve your goals.

Bobby Reagan
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ReaganView is Reagan Consulting's forum for providing an occasional perspective on issues and opportunities relevant to the insurance distribution system

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