



## *Business Continuation*

Without the proper business continuation plan in place, R&R Insurance Services would be a very different place than it is today.

After my grandfather's passing in 1985, R&R Insurance was owned jointly by my father, Ken Riesch, and my uncle Dexter. My uncle Dexter passed away in 1990, leaving behind a wife, children and his ownership share in the agency. Luckily, my father and Dexter had done the proper planning and formalized a Buy-Sell agreement which included life insurance sufficient enough to purchase the shares of R&R back from one another, should one of them pass away.

Today, almost 17 years after Dexter's passing, R&R Insurance Services continues to flourish and grow as its original founders intended. The Buy-Sell agreement removed the burden of ownership from Dexter's wife while adequately providing for her in Dexter's absence. Additionally, the agency and employees have continued to enjoy the benefits of a closely-held company - one that continues to grow and reinvest in its people. Had it not been for the Buy-Sell arrangement which kept the integrity of the agency's 'closely-held' aspect, things could be very, very different today for R&R.

Many of the businesses we insure came to us with either no plan in place or improper ownership of existing life policies. But we've solved those issues for them, and we can help you too. If you've been contemplating additional estate planning or have questions on perpetuation for your family business, please don't hesitate to call.

Sincerely,

Jack Riesch  
Commercial Sales Manager

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Did You Know?