Wealth College
Educate Equip Empower
www.wealthcollege.com.sg

Practical Protection Planning for Business Owners

More people have chosen the path of developing their own business or to have inherited businesses from their parents, the appropriate skills to plan in such unique situations are needed more than ever before!

marketing partner

Insurance and Financial Practitioners Association of Singapore
Advancing professional excellence since 1978

Structure | Benefits

Structure

- 3 days of lectures, case studies and in-depth discussions.
- Closed-book exams of 50 MCQs.
- 18 CPD Hours accreditation from LIA.

Benefits

In this Level One course, participants will

- Understand unique Wealth Planning challenges of Business Owners
- Learn the differences and applications of various business structures
- Appreciate the concept of Business Succession and Buy-Sell
- Understand the applications of Life Insurance and non-insurance solutions in Buy-Sell
- Learn how to use Trusts in Buy-Sell arrangements
- Understand how to introduce concept of Keyman Insurance
- Understand how to introduce concept of Business Loan Protection
- Practice Presentation Scripts to open up opportunities to Business Owners' Market
- Learn how to ask the right questions for the right information to do planning

Training, Exam, Certification Institution

Insurance & Financial Practitioners Association of Singapore (IFPAS) is the strategic marketing partner and Certification body. **Wealth College** is the training provider and examination institution.

Profile of Trainer

Alan Wong is an Associate Financial Planner® (AFP®) accredited with the Financial Planning Association of Singapore (FPAS), and an Associate Estate Planning Practitioner (AEPP®). He is the Principal Consultant of w3 Consultancy Pte Ltd which provides training and consultancy services in the specialized field of Business Protection Planning. He has trained numerous financial consultants from insurers as well as IFAs. A financial consultant himself with more than 15 years of experience, he focuses his practice on planning for Business Owners using estate planning. He is highly effective in penetrating this market and often able to win over clients from banks and other intermediaries who serve the ultra-HNW individuals and business owners.

Entry Criteria

- Course applicants should ideally have more than 1 year of practical experience in the financial services industry and have passed mandatory licensing exams set by the Monetary Authority of Singapore (MAS).
- Possess the Associate Financial Consultant (AFC) certification, or completed ChFC® Module 1 (Financial Planning: Process and Environment) conducted by Singapore College of Insurance; or its equivalent.

Contents (level I)

Day One

- **Lesson 1: Overview of Business Protection Planning**
  - Wealth Planning and the Business Owner
  - Business Protection Planning Concepts
  - The Mind of the Business Owner
  - Difference between planning for an employee versus and an employer
- **Lesson 2: Business Structures (Legal)**
  - Types of Business Structures in Singapore
  - Pros and Cons of different Business Structures
  - Sole proprietorship, partnerships, private limited and offshore companies
  - Case Studies on different Business Structures
- **Lesson 3: Business Protection Planning I (Concepts)**
  - Concept of Business Succession and how business owners exit their businesses
  - Legal framework for business Buy-Sell concepts
  - Types of Buy-Sell Arrangements
  - Case Studies on Business Succession

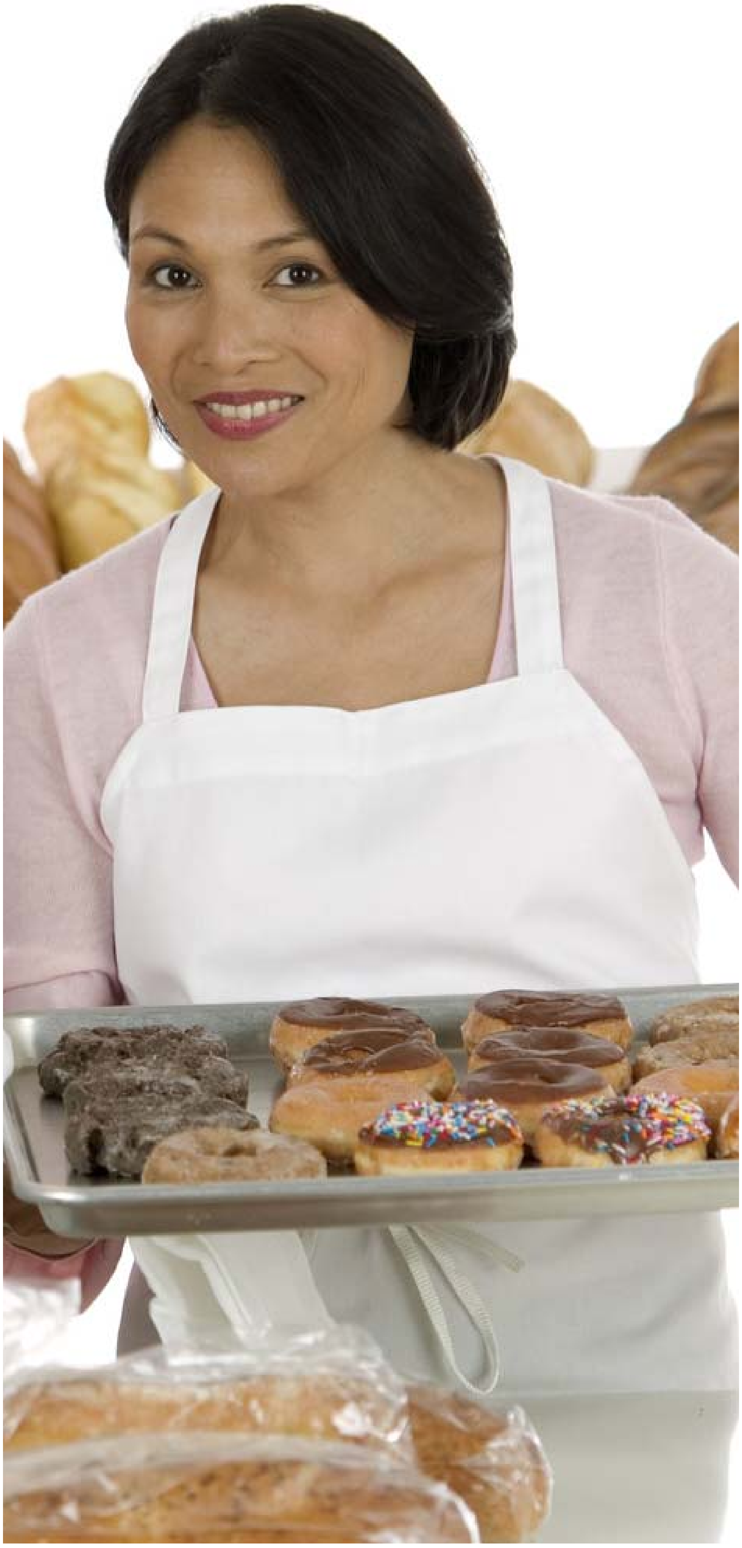
Day Two

- **Lesson 4: Business Protection Planning II (Concepts)**
  - Understanding types of Buy-Sell
  - The Buy-Sell Agreement under the microscope
  - Insured and Non-insured events in a Buy-Sell Agreement
  - Case Studies on Business Buy-Sell
- **Lesson 5: Business Protection Planning III (Sales & Marketing)**
  - Role of Insurance in Business Buy-Sell
  - Using Trust in Business Buy-Sell
  - Understanding the Problems, Planning & Presenting Solutions
  - Case Studies on Solutioning in a Business Buy-Sell
- **Lesson 6: Business Protection Planning IV (Concepts, Sales & Marketing)**
  - Concept of Keyman Insurance
  - Identifying opportunities in Keyman Insurance Planning
  - Practical Factors & Solutions affecting Keyman Insurance Planning
  - Case Studies on Keyman Insurance Planning

Day Three

- **Lesson 7: Business Protection Planning V (Concepts, Sales & Marketing)**
  - Concept of Business Loan Protection
  - Identifying opportunities in Business Loan Protection Planning
  - Practical Factors & Solutions affecting Business Loan Protection Planning
  - Case Studies on Business Loan Protection Planning
- **Lesson 8: Additional Concepts and Ideas in Planning for the Business Owner**
  - Factors affecting Personal Protection Planning versus Business Protection Planning
  - Marketing Business Protection Planning
  - Mastering the Language of Business Owners
  - Reviewing Protection Planning for Business Owners

Visit www.ifpas.org.sg to find out how the Education Roadmap can further enhance your professional development with various Certification!



Consultation

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