

AS SEEN IN *Fortune, Entrepreneur & Bloomberg Businessweek*

NORTH CAROLINA WEALTH MANAGEMENT LEADERS

The Partner of Choice

Plancentric Financial relieves business clients of financial planning so they can focus on running their companies.

Starting a business requires enormous investments of time and energy. It's no wonder that even the most savvy business owner can overlook financial planning basics, many of which will impact their financial health.

That's where Plancentric Financial Group steps in. With a 25-person team of seasoned financial professionals and a reputation for crafting smart, thorough financial strategies, Plancentric is the partner of choice for many business owners in Charlotte.

"Our entrepreneurial clients are rock-stars at what they do," says Ryan Saunders, CFP®, RICP®, CLU®, ChFC®, CASL®, founder and private wealth advisor. "But they also recognize that when it comes to financial planning, they need a solid partner to guide financial planning for both their business and family."

Don't Wait to Plan Ahead

Plancentric business clients start with a clearly defined to-do list. The first item is two parts: qualified planning and nonqualified planning. Qualified benefits include health insurance and 401(k)s—perks that employees expect when they accept a job. Plancentric not only excels at setting up benefit plans that attract employees and support a business's long-term financial health, it also guides employees on how to use them. "We communicate with employees in order to help them be more financially secure with ancillary planning," says Jason Martin, partner and wealth management advisor. "This way, we're also freeing up the business owner, whose time is better spent keeping the gears of their company turning."

Plancentric also dives deep into nonqualified business planning—benefits that are sometimes referred to as golden handcuffs because they sweeten the job



FROM LEFT TO RIGHT: Private Wealth Advisor Allen Wagner; Private Wealth Advisor Michelle Coleman; Founder and Private Wealth Advisor Ryan Saunders; Partner and Wealth Management Advisor Jason Martin; Financial Advisor Carole Martin; and Private Wealth Advisor John Harris.

while retaining employees. For Plancentric partners, nonqualified benefits are an opportunity to create customized, flexible solutions for clients. "Say a business owner wants to give bonuses to several key employees," says Saunders. "Some of them want to go into the market, but others are risk-averse. We craft life insurance policies for each employee that are either market-driven or more conservative." With flexibility based on recipient, amount, and vesting schedule, these plans serve specific employees and help business owners retain talent while relieving tax burdens.

Even more onerous than a benefit plan slipping through the cracks is an unplanned life event with the potential to upend the business. "If there is a blind spot in business planning, this is definitely it," says Martin. "Partnerships without operating agreements are exposed to all kinds of challenges when there's a sudden event, such as a death." To prepare for the unpredictable, Plancentric provides planning options like buy-sell agreements, which enable the orderly

transfer of an owner's business interest, and key person insurance, a life insurance policy taken out on a business's most valuable employee or employees to help safeguard in the event of death or disability.

While the intricacies of financial planning may fill some business owners with dread, the team at Plancentric thrives in this space. "The number of unsolicited referrals we get on a monthly basis speaks to the strength and passion of our team," says Saunders. Martin adds, "Our clients appreciate that what's important to them is important to us."



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