



Protect your
business and
your future

The Life Income PlanSM for Business

As a successful business owner looking toward retirement, you're likely concerned with three things: building your financial independence, having insurance in place to protect your family and setting your business up for continued success.

To accomplish that, you would need to accumulate enough tax-advantaged funds to help secure the retirement lifestyle you deserve, have important life insurance protection in place, as well as a plan in place to help retain top people so the business continues once you step aside.

The Life Income PlanSM for Business can help you do all three.



Build your financial future.

Utilizing a tax-deferred life insurance policy, the Life Income PlanSM for Business was designed to help mitigate the potential income gap left by traditional benefit plans, helping you retire on a significant percentage of your final income.

Key features of the plan

- Accumulation-focused design
- High early cash surrender values
- Tax-advantaged access and distribution through policy loans and withdrawals¹
- Investment options in the form of subaccounts, generally offered by variable life insurance policies²
- Minimum statutory death benefit protection
- Creditor protection (in many states)





Set your business up for success.

The Life Income PlanSM for Business incorporates two benefit components to help retain your key employees:

A Supplemental Employee Retirement Plan (SERP) option, giving key employees a personal interest in the success of the business for an income distribution should an equity opportunity arise, and a distribution of benefits in the event of your death.

A one-way buy-sell agreement between you and your key employees, which can be funded from the acceleration of benefits from the key employee's SERP plan.

The Life Income PlanSM for Business blueprint

The Life Income PlanSM for Business is the result of decades of industry experience and thoughtful design. It is built on five main tenets every business owner encounters on the road to financial freedom creating a blueprint for success.

Accumulation

Build contingency capital for personal or corporate use, position the asset to support choices of retention, succession and future distributions of income, and accumulate liquidity in the form of cash surrender values within an institutional life insurance contract.

Retention

Retain select key people through vested financial awards, creating synthetic equity that, given the opportunity, can be swapped for real equity.

Succession

Create a succession plan, live or die, securing the business' value for you and your heirs.

Deduction

A tax deduction for the retention plan payment occurs to support the equity sale. These funds come from the policy cash surrender values.

Distribution

Capital contributions through the equity sale are returned as basis and redeposited into the accumulation plan for future tax-free income potential.

The Life Income PlanSM for Business benefits multiple stakeholders in your company.



Business owners

- Accumulation of future capital
 - Choices of retention and succession
 - Addresses funding issues around an equity sale
 - Protects succession live or die
 - Low net cost of capital for transition/succession
 - Tax-free income potential
-

Key employees

- Realize value of sweat equity
 - Leverage a retention benefit for an equity opportunity
 - Become bankable for succession
-

Accounting

- Liquidity
 - Controlling assets
 - Tax-deferred growth and access
 - Deduction of premiums and unrealized gains with the equity sale
 - Low net cost capital for succession with funding recovery
-

Family and heirs

- Protects the business asset value
- Tax-free income planning options

We are committed to your success.

CES offers a wide range of potential strategies to help business owners just like you achieve financial freedom in retirement through innovative designs and end-to-end support.

The Life Income PlanSM for Business has helped executives and small business owners around the world accumulate and retain more tax-advantaged wealth, while protecting the future of their business at the same time.



Custom designs

We understand there is no one-size-fits-all financial solution for business owners and their families. The Life Income PlanSM for Business can be customized to fit your specific situation and financial goals.



Agreement support

As a Life Income PlanSM for Business client, you have access to comprehensive support for the execution of any agreements necessary to administer your plan.



Administration and reporting

We provide 24/7 online access to your account. View the performance of your plan, make requests to change investment allocations and access important documents such as annual reviews.



Educational resources

We've created several educational resources to help you discover the benefits of the Life Income PlanSM for Business, including a 3-minute informative video and custom presentation on inquiry.

**Contact your financial professional to learn how you can help
build and protect your financial future and that of your
business today with the Life Income PlanSM for Business.**

- 1 Loans and withdrawals reduce the policy's cash value and death benefit, and withdrawals in excess of the policy's basis are taxable. Under current rules, loans are free of income tax as long as the policy remains in effect until the insured's death, at which time the loan will be satisfied from income tax-free death benefit proceeds, and, if the policy is surrendered, any loan balance will generally be viewed as distributed and taxable.
- 2 Variable universal life insurance is a contractual agreement in which premiums are paid to an insurance company, and the company in return for those premiums provides a benefit to a named beneficiary upon proof of the insured's death and a policy cash value. Amounts in the policy's cash value are invested in a variety of variable investment options. Amounts in a variable life insurance policy's variable investment options are subject to fluctuations in value and market risk, including loss of principal. Life insurance policies have exclusions, limitations and terms for keeping the policies in force. Fees and charges associated with variable universal life insurance include mortality and expense risk charges, cost of insurance charges, surrender charges, administrative fees, investment management fees and charges for optional benefits. Please see the policy's prospectus for more complete information.

Variable life insurance is offered by prospectus. For a prospectus with more complete information including investment objectives, risks, charges and expenses, please contact your financial professional and read the prospectus carefully before investment or sending money.

Please be advised that this document is not intended as legal or tax advice. Any tax information provided in this document is not intended or written to be used, and cannot be used, by any taxpayer to avoid penalties that may be imposed on the taxpayer. The tax information was written to support the promotion or marketing of the transaction(s) or matter(s) addressed. You should seek advice based on your particular circumstances from an independent tax advisor. CES, Equitable Advisors and Equitable Network do not provide tax or legal advice.

Corporate and Endowment Solutions (CES), including its administration services arm, CES Administration (CESA), is a division of Equitable, which is the brand name of the retirement and protection subsidiaries of Equitable Holdings, Inc., including Equitable Financial Life Insurance Company (Equitable Financial) (NY, NY); Equitable Financial Life Insurance Company of America (Equitable America), an AZ stock company with main administrative headquarters in Jersey City, NJ; and Equitable Distributors, LLC. Equitable Advisors is the brand name of Equitable Advisors, LLC (Equitable Financial Advisors in MI & TN). Life insurance products issued by Equitable Financial and Equitable America are co-distributed by Equitable Distributors, LLC, 1290 Avenue of the Americas, New York, NY 10104 and Equitable Network, LLC. Financial professionals of Equitable Advisors offer securities through Equitable Advisors, LLC (NY, NY (212) 314-4600), member FINRA, SIPC, (Equitable Financial Advisors in MI & TN), and offer annuity and insurance products through Equitable Network, LLC (Equitable Network Insurance Agency of California, LLC in CA; Equitable Network Insurance Agency of Utah, LLC in UT; Equitable Network of Puerto Rico, Inc. in PR).

© 2020 Equitable Holdings, Inc. All rights reserved. GE-3235884 (9/20) (Exp. 9/22) | C1042011 | Cat. #162112 (9/20)

