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Zinner & Co. Knows Family Business

For decades, Zinner & Co. LLP has seen firsthand that succession planning can be an emotionally difficult decision for clients, especially for those businesses that involve family members or long-term relationships. Many options need to be considered *years* in advance to ensure the value of the business is kept intact and will continue to thrive in the hands of its successors.

With an emphasis on truly partnering with each client, Zinner & Co. – a certified public accounting and management consulting firm – makes a point to know each of their clients on a business *and* personal level, so that all necessary decisions will benefit the business, the business owner and his or her family.

Several factors will play a role in helping to determine an essential time for a business to prioritize its longevity, including income and estate tax, charitable desires, and health and family dynamic issues. For a family business, all members of the family should be considered in succession planning, not just members who are active in the business, in order to prevent later discord. Family businesses are an emotional heritage of the family, not just an economic asset, so how does one effectively communicate future plans to beneficiaries that will be considered fair by all?

Zinner & Co. stresses to clients to not only have an estate plan in place, but to constantly monitor this plan to make sure all intended goals will still be accomplished. A desired outcome for future ownership must be structured to determine control issues related to the business, the value of assets both inside and outside of the business, and cash flow, among other concerns. What one may consider the “best” plan for the family or beneficiaries may not necessarily be the most advantageous when it comes to income and estate taxes.

While Zinner & Co. offers objective guidance and advice during this pivotal time in a company’s history, their clients can rest assured knowing that their best interests are paramount. Thanks to the emphasis of treating clients as people first, many of Zinner & Co.’s professional relationships have spanned several generations.

As a trusted name in assisting multi-generational business with succession planning, Zinner & Co. is proudly sponsoring the 2012 Smart Business Family Business Conference. Several of Zinner & Co.’s esteemed tax partners will be on hand to discuss the various, inherent issues that family businesses face both in the present and the future.

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Your Success is our Business.