Too Small Too Young

**SUMMARY KEYWORDS**

choices, planning, business, death, crossroads, attorney, succession, informed decisions, tools, informed choices, future

**SPEAKERS**

Paul Adams, Carey Berger

**Carey Berger** 00:00

Hello, I'm Carey Berger.

**Paul Adams** 00:01

And I'm Paul Adams.

**Carey Berger** 00:02

We're The BSR Group and this is the Crossroads program. We're too small, and I'm too young. Those are the number one excuses we hear for why we're not going to address succession right now; I'm too small, and I don't have the time I've got to do other things. I'm too young. This isn't important to me. I'm going to live for another while, hopefully a very long while. So, I'll just deal with all this later. It has to do with death. It has to do with other people. It's not us. Is succession planning death planning? No, it's not. I hope not! What it comes down to is choices. To the extent that we can address something earlier, then we have more choices. And this is all about informed decisions, informed choices.

**Paul Adams** 00:43

Yeah, and it really has nothing to do with just our kind of business, it has to do with any business. The quicker that you can begin to look at what the choices and options are out there, the better the future can be for you. So, our role is to provide a lot of those good choices. And for you to be able to think through how they best fit your own business.

**Carey Berger** 01:05

Absolutely. And this is not death planning. This really isn't even, most of the time, most of the tools aren't even going to be ones that involve your attorney or accountant. Most of these are things that you do as you run your business so that it has the opportunity to be able to give you choices that you can make in the future. So, early. Often. You're not too small and you're not too young.

**Paul Adams** 01:28

Thanks.

**Carey Berger** 01:28

Thank you.