



# Succession Planning & Advisory Services



## A Trusted Partner

Foresight has advised  
**over 1,000**  
businesses throughout  
North America

As a business owner, understanding the empirical results of your financial and operational performance is the first step in establishing your business success strategy. The future is unpredictable, but our tailored succession planning and advisory services can guide you through the process.

## The Value of Early Planning

Starting a succession plan early is an investment in the future stability, growth, and legacy of a funeral home or cemetery business.

### Advantages include

- Smooth Transitions
- Talent Development
- Minimize Disrupt and Mitigate Risk
- Knowledge Transfer
- Long-Term Strategy
- Stakeholder and Community Confidence
- Cultural Continuity
- Avoid a lower-than-expected sales price

### Key elements to beginning your succession planning



#### Timing

Begin at least five years before your intended exit to maximize your business's value.



#### Understanding the Options

Identify buyers who align with your business traditions and values.



#### Enhance Your Business Value

Know your business worth and make necessary improvements.

## Foresight's Approach

We prioritize understanding your financial health. Our succession planning and advisory services analyze key indicators, revealing strengths and weaknesses, and offering strategic solutions for long-term financial strength.

Our approach is based on understanding your family business's **unique culture** and needs. We build a relationship of **trust** and **confidentiality** to develop a **customized solution** that aligns with your long-term goals.



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# Understanding Your Business to Enhance Your Value

Our Advisory Service sets us apart. With experience and proven strategies, we guide you to improve profitability and foster business growth. Our comprehensive business review provides insights into the financial and operational health of your funeral home or cemetery, empowering data-driven decisions to maximize opportunities and address improvement areas.

## Annual Services



### Business Valuation

Factors driving and limiting your business value.



### Budget

Based on historical operations and anticipated goals, this will become a performance benchmark for your business.



### Pricing Review

Evaluation of your current GPL and comprehensive recommendations for pricing your business.

## Quarterly Services

### Business Review

Our quarterly review compares your progress to budget and goals. We analyze 90+ data points (revenue, cash flow, payroll, etc.) to identify areas for improvement and guide your next steps.



### Market Share and Digital Performance Review

Understand your market share and make adjustments to boost local visibility and attract more customers.

#### Digital KPI Analysis Areas of Focus:

- Local Search Ranking Performance
- Search Engine Optimization
- Online Reputation Scores
- Online Directory Presence

## Succession and Advisory

“Having a 30+ year relationship with Foresight was one of the best business decisions we ever made! Implementing their advisory services was an eye-opener! It taught us the financial discipline needed to operate our business as efficiently as possible to maximize profits. Then, once we decided to sell the business, our business valuation and financials were already in the hands of Foresight, which allowed Chris Cruger and his team to bring us to market quickly. Chris’ experience and guidance through the sales process was invaluable!”

**- Gene Pellerin, Pellerin Funeral Home and Cremation Service**