



Video transcript: “One Question: Navigating the “What Ifs” in Business Transition Planning with Regions’ Bryan Koepp”

Video source: [YouTube](#)

Note: Fun, upbeat music begins to play.

On screen: Regions logo appears

On screen: Bryan Koepp appears

[Voice-over]

Hello, I’m Bryan Koepp, Regions Private Wealth Management Wealth Planning Executive. So, a question I received often is this: “Bryan, how do I focus on the one question when I always have “what ifs” on my mind?”

What ifs come from a variety of places that rise from past experiences, potential fears, and instinct. Acknowledging what-ifs in many respects is healthy and positive. If approached with an open mind, they’ll provide insight and prioritization.

On the other hand, “what ifs” may create noise if you allow them to do so. Allowing “what ifs” to control you increases the risk of creating obstacles for you to execute and answer the one question in your way. Remember, you’ve got this, and having concerns regarding potential “what ifs” are reasonable.

So let’s address some common “what ifs” and explore how to remove the obstacles they may create.

First: What if something happens to me? What happens to my business?

There are multiple potential issues with this obstacle. Remember, 100 percent of businesses will ultimately transition. Likewise, 100 percent of businesses should also have a contingency plan. A contingency plan should address the “what ifs” regarding you key employees, your assets, and your credit. Aligning your contingency plan with your personal estate plan is also vital to ensure synchronicity between the business and personal side of your life. Your one question answer becomes clearer when your planning details match your intentions.

Next: What if I become disabled?

This “what if” should be addressed both financially and also with your key people identifying successive key talent you can trust to provide a bridge to execute on your one question



answer. And, as with mortality, having the proper financial and decision-making levers in place provides clarity.

What if I lose passion for what I'm doing? I need a break.

Again, a key person succession plan can provide a bridge to your recharge. The timeline range we discussed regarding definition becomes more tested by the prospect of an accelerated timeline to transition. You may begin to formalize steps to execute your plan if you haven't. It's perfectly OK to revise your timeline and test options.

Remember, again, you are in control. There's no doubt that there are more “what ifs” than what we've discussed today. That being said, a “what if” discussion with your Regions team, including your commercial relationship manager and wealth advisor, can provide not only insight but practical advice to navigate the “what ifs” you and your business may face.

Until next time, I'm Bryan Koepp.

On screen: Text appears on screen that says, “Talk to your Regions Wealth Advisor today” and regions.com/wealth-management/private-wealth-management, as well as disclosures.