FOR INSURANCE PRODUCERS AND WEALTH ADVISORS

A properly structured MSO can help a business reduce tax and leave more cash inside the enterprise. That cash can help pay for the planning and the cost of life insurance premiums.

HOW THE MSO FUNDS THE PLANNING AND THE INSURANCE

Operating business
pass-through · profit taxed at the owner's rate, up to 37%

→ *fee*

MSO · C corp
21% federal rate

→

Tax reduced = cash stays in the MSO
funds the planning and the premium

→ *you write it*

- Key person
- Buy-sell
- Estate-tax liquidity
- Split-dollar to a trust
- Premium finance
- Survivorship
- Life in a cash balance plan
- Executive retention / SERP

Federal rates only, illustrative; the fee must be reasonable for real services. Premiums are not deductible — the point is the rate on the dollars that pay them.

CLIENT FACT PATTERN · TWO OF THREE	YES	NO
Is it a privately held business? owner-managed — S corp, partnership, LLC	☐	☐
Roughly $3M or more of profit a year? profit, not revenue. Not sure of the number? Send it anyway	☐	☐
Three or fewer owners? one or two owners is the clearest fit	☐	☐

You do not need the client's tax return or an exact number. The best cases bring the CPA in early.

WHAT TO SAY

> "Mr. Owner, have you looked recently at tax planning for the business? There may be ways to reduce tax and leave more cash in the business to grow and protect it. We partner with a national firm — it might be worth a quick conversation to see whether tax could be reduced, and how much could stay in the business as cash."

Ask the question; GTC runs the analysis with the client's CPA. Nothing is promised until the feasibility study.

WHAT HAPPENS NEXT

1. **You send the client** — Fact pattern and your name. YOU
2. **You talk to GTC** — Book from the email, or ask for a call. You are the advisor on the case. YOU
3. **You check the fact pattern** — A quick call with the client. YOU
4. **You and GTC call the client** — One short call, together. YOU
5. **Discussion document** — For the owner and the CPA.
6. **Feasibility study** — Fee, structure, insurance design.
7. **MSO in place** — If the study supports it; the study sets the timing. YOU

SEND THE FACT PATTERN

msoplatform.com/contact

Scan or type it. Business, rough profit and owners go in the context box. You get an email to book a time, or ask for a call.

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