



Transition Preparation Assessment

What It Is

- A quick and useful online assessment tool that provides family business owners and their advisors a clear and comprehensive framework to initiate important conversations around business transition.
- Easy for business owners to complete. The TPA takes around 15-25 minutes to complete.
- Results get sent to advisor to review with client.
- Can enhance knowledge and understanding of the entire family business system.

What It Does

- The TPA identifies the current stage in the business lifecycle.
- It addresses the value of the business (financial, infrastructure, and customer/market share) from an ownership perspective that can enhance dialog between the owner and trusted advisor.
- It highlights the owner's vision for transition (sell, gift, etc.).
- It analyzes the readiness to change on three primary domains within a family business (ownership, business, and family domains).

Why It's Valuable

- It is estimated that only 30% of family business transitions succeed.
- Starting the preparation for transition process earlier and with more information can enhance success.
- Provides a holistic, three-domain family business framework that allows advisors to get a better picture of how to best support their clients.
- It educates the owner on the complexity of family business transitions while gathering important information.
- It can be a great tool to begin strategic conversations about business transitions with owners.

How it Works

- The advisor sends JSA Advising (JSchatz@JSAadvising.com) the **Name** and **Email** of the client they would like to complete the TPA.
- Within 1 to 2 business days, JSA Advising will send out a TPA email with instructions and a link to the business owner (the advisor will be copied on this email).
- The business owner clicks on the link and follows the instructions to complete the convenient 15-25 minute assessment in the privacy of their own home or office.
- JSA Advising then analyzes the information and embeds it into a customized PDF report.
- The report is emailed to the advisor who submitted the request.
- The advisor can review the information with a client to supplement their own services and products.
- If additional resources are required, JSA Advising can provide a list of service providers who can support the entire family business system.

