AS SEEN IN
Fortune, Entrepreneur & Bloomberg Businessweek

Taking Care of **Business**

The Capital ESOP Group helps business owners as they transition to retirement with an exit as effective as their entrance.

FROM LEFT TO RIGHT: Jake Pantalone; Breton Laubscher, CIMA®, CRPS®; Marguerite Hodgkins, CFP®; Joanne Pronk, CFA®; Keith Apton, CEPA; Nick Francia, CEPA; Sarah Bothner, CEPA; Steve Brinckhaus; Alexandra Mulligan; and Kaveh Gilanshah.

Planning is paramount when helping an entrepreneur for the emotional and financial transition from leading a company to letting it go. The multifaceted progression is one that The Capital ESOP Group has repeated over the years through a seven-step process tailored to the unique lifestyle and legacy of each client.

"Exiting the company a client created is possibly the most important decision they'll make in their career," says Keith Apton, CEPA, Managing Director–Wealth Management, Private Wealth Advisor. "You only have one chance to get it right, so it's critical to identify strategies and a team of advisors who understand the market and value of the company."

At The Capital ESOP Group, the core wealth management objective is to provide value-add financial education through collaborative conversations with clients' lawyers, CPAs, wealth advisors, family members, and other trusted decision-makers. Working in concert with these professionals for months or years, the team helps implement and execute a clear strategy agreed upon by all parties.

"More than anything, we're quarterbacking and leading a team and working together with the client's best interest in mind," says Nick Francia, CEPA, Managing Director–Wealth Management, Private Wealth Advisor. "We stray away from legalese and financial jargon to humanize financial concepts and show clients their options as well as illustrate how decisions will impact them, their company, employees, and family."

Life After Liquidity

A concern entrepreneurs may have upon selling their business often isn't a matter of economics, but rather it's their identity.

"More often than not, clients have more money than what they're going to spend in their lifetime," says Apton. "The economics are important, but what they really may wrestle with is navigating what life will look like after the sale. What will their identity be when they're no longer the boss? We strive to help them with their financial affairs, providing them with assurance so that they can focus on what matters to them most as they move into their next chapter."

Helping clients find clarity and purpose after they walk away from their business opens opportunities for them to stay connected or make an impact on their communities while keeping in mind what's best for their children through the creation of family mission statements, personalized portfolio management, and trust and estate planning strategies.

Engineered for Entrepreneurs

The Capital ESOP Group is dedicated to helping family-owned business owners monetize or sell their business with confidence.

"We've worked with entrepreneurs for over 20 years," says Francia. "Some prioritize legacy; others value control. We learn what's important to them to help design a transaction that fulfills as many of their goals as possible."

"We're here to support business owners with their personal goals and the well-being of their business by providing strategic oversight," concludes Apton, "whether it is helping mitigate taxes or identifying potential opportunities to generate additional cash flow and growth."

The Capital ESOP Group
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