

# An Innovative Approach to Business Valuations

Technology can help ensure our business owner clients have the facts needed to make sound planning decisions. Working with BizEquity, this innovative technology harnesses the power of big data to deliver accurate and efficient business valuations. The tool is easy to use, but backed by a sophisticated engine that has been trusted by millions of business owners worldwide.

We've incorporated the most **stringent security measures** to ensure privacy of data.

**1** **7-Step Process** generates a comprehensive business valuation in a fraction of the time compared to traditional methods.

**2** **Watch your progress live.** Our valuation tracker changes as you enter data.

**3** **Watch your progress live.** Our valuation tracker changes as you enter data.

**4** Learn how **your company compares to others.** The “Did You Know” feature provides helpful benchmarking data.

**5** You don't have to complete the exercise in one sitting. **Save your progress and come back later.**

**6** **You can send a link** to your CPA, Accountant or Business Manager with a request to complete the data.

**7** **Dynamic sliders** demonstrate how business changes affect your business value.

The business valuation is provided by BizEquity, an outside company not affiliated with Securian Financial, Minnesota Life Insurance Company or Securian Life Insurance Company. The estimated valuation is not to be relied upon for purposes of the sale of client's business, calculating income, estate, gift tax or other tax reporting obligations, or any other purpose requiring a precise or definitive valuation. It is not to be used to establish a value that is intended to be legally exact and/or have a binding legal effect or to determine adequate (as opposed to minimum) levels of life or business insurance coverage.