



Rick Raymond

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Mr. John Martin
President
Martin Painting & Coating Co.
2040 Longwood Ave.
Grove City, OH 43123

Are you ready for next-generation transition?

Dear Mr. Martin:

Inevitably there comes a time when a family-owned business faces a passage of leadership, management, ownership and wealth from the incumbent generation to those who will inherit them. This can prove a perilous crossing. I've likened this transition to changing canoes in the middle of a lake.

On the lake open communications, cooperation, careful planning and proper equipment are needed to avoid capsizing the canoes and drowning their passengers. Family businesses must likewise be properly equipped and ready to employ these same practices so that when transition is complete the family and the business are afloat, healthy, harmonious and prosperous.

How well are your family and business equipped for transition?

- How confident are you that your children are ready to lead your business into the future?
- Have you communicated your family values and corporate mission to your children; have you encouraged them to develop their own vision?
- Have you established policies and procedures for next-generation siblings and cousins entering your family business?
- Do you have plans in place for distributing wealth among your family's upcoming generations in a way that preserves family harmony?
- Do you fear transition of leadership will cause disruption within your family?

My name is Rick Raymond, owner of The Family Business Leader. I am a consultant and trained business coach. I help my clients incorporate best practices of the world's oldest and most successful family businesses to achieve their goals.

Growing up in a third-generation family construction business I saw first-hand the challenges inherent in family businesses, and how to overcome them. For the past twenty years I have helped family-owned firms through generational transition, wealth transfer and preservation,



set up of organizational structure, business systems, team development, and business growth. As a member of the faculty of the City University of New York and New York University, I have taught courses on family business management, leadership, and entrepreneurship

My consulting philosophy

Your family business is unique and your needs are unique.

So whatever challenges you are facing including:

- Balancing family dynamics and reconciling rivalries
- Conflicting attitudes towards risk or innovation
- Constraints requiring development of new processes and procedures
- Professionalizing your business to make room for growth

and more...

The Family Business Leader will work with you to develop custom-designed strategies—unique as you are—that focus on helping you achieve the outcomes you and your family ultimately envision.

To explore our range of services please visit The Family Business Leader on the web at: www.thefamilybusinessleader.com.

What happens next?

When facing transition a proactive approach is always best... and sooner is better.

How can The Family Business Leader help your family and family business? Please take a moment to fill out and return the enclosed reply card.

Thank you for your interest. I look forward to helping you brainstorm strategies for achieving your family-business goals.

Best regards,

Rick Raymond
Principal
The Family Business Leader

P.S. If you would like to have a conversation about a pressing issue please call me at 212-777-0083 or reach me by email at rickraymond@thefamilybusinessleader.com.

