

# Pass It On, Inc.

Planning to Keep Families in Business

Serving Clients Since 1947

**Pass It On** . . . it's more than just a name, it's a description of the work we do and the attitude we promote:

- We assist clients who own a business to pass it on to their children, employees or other partners/shareholders.
- We help clients who've built a substantial estate to pass it on to their heirs or charitable concerns they've supported throughout their lives.
- We work with families to protect the value system that enabled them to create their assets in the first place.
- We develop exit strategies that let business owners get what they want when they want it.

#### Questions to consider . . .

What happens to the business if something happens to one of the owners?

How do we protect the assets we've built over a lifetime?

Who takes over the company when it's time for a current owner to move on?

#### What do we pass on?

We promote the proper transfer of assets, business interests, ideas, responsibility and relationships.

The professional lingo for what we do is **business succession planning and estate conservation for privately-owned businesses**. We design plans and funding arrangements to protect businesses from the many financial disasters that can jeopardize their survival.

Our strategies protect the business during the building phase, accumulate money on a tax-favored basis during the profit phase, and transfer the business at the eventual retirement of the owner.

Our clients want to understand and investigate their options for retiring from the company under the most favorable conditions. This is called a **Strategic Plan or Exit Strategy**.

#### Why families?

We were told by a prospective client, "We're owned by three partners, so we're not really a family-owned company. We didn't think you would help us."

Our response, "Your company is owned by three families, so you have at least three times the confusion in trying to work out a plan." For our purposes, **any closely held company is a candidate for what we do**, and will someday face the problems we solve.

We also provide for the **unplanned transfers** that occur following an illness or death of an owner by developing a Contingency Plan for employees and family members.

"The proof is in the results. Twenty years ago Don See and Dave Keesling assisted in crafting the estate planning for my parents. Last year after mom's death (and dad's several years before), we realized that the planning that was set into motion years before provided a seamless transition, consistent with their wishes and taxless. Charity and members of the family were greatly appreciative of that advance planning when they were able to have set it into motion. Once again, many thanks!"

**John Gibson**  
Real Estate Developer San Diego, CA



## What about fees?

After nearly a decade of charging planning fees in every situation, we decided to discontinue them in favor of a more flexible compensation arrangement that relies on the actual implementation of a plan. If we design a plan, and it includes the judicious use of life insurance, disability income or long-term care coverage, then we expect to implement the coverage with a quality carrier, on a basis acceptable to the client. In some cases we can be compensated for our time and expertise by planning fees, commissions on funding vehicles or both.

*Don invested the time to listen and understand my complex needs, then provided creative solutions that are performing beyond the projections. True for me personally. True for our organization—as Don has structured all of our “key man” programs. I appreciate the reliable expertise and impeccable integrity. Don is personable, yet very professional.*

**Bill Anderson, Retired**  
President & CEO  
Christian Booksellers Association  
Colorado Springs, CO

We sell insurance the way a homebuilder sells lumber. The house is important, not the lumber. We get paid for expertise and to develop and implement a plan; the vehicle is the insurance and an insurance carrier pays your fee for you. Our clients are astute enough they can't be persuaded to buy something they don't really need—and we don't want them to.

Another way we get paid is through introductions by current, satisfied clients to families and businesses that need our services.

Our company has been serving families for over sixty years. Our current mailing list is comprised of nearly 1000 client businesses, professional advisors and personal planning accounts in 36 states and 4 foreign countries.

Longevity implies stability, competence, success, and dedication. We're here today and will be tomorrow . . . *passing it on.*



**Don See**  
President

For the past 35 years, Don has worked with family-owned companies to develop exit strategies for the owners, facilitate the transfer of the business to future generations, and, in some instances to create special employee groups to buy the companies. Don graduated from *Concordia College*, Moorhead, MN with degrees in Math, Physics, English and Psychology. Don took over Pass It On, Inc., in 1983, and has developed a specialty in introducing charitable planning concepts to families that own companies and who are lifetime supporters of various non-profit causes. Don lives with his wife of 30+ years on top of a 9000-ft mountain west of Colorado Springs. He has 3 grown children and one grandchild (at last count).



**Misty Meschter**  
San Diego Office

Misty is the middle of Don's three children, who grew up on top of the mountain in Colorado and then attended *Westmont College* in Santa Barbara, CA. She graduated in three years with a degree in International Business & Economics and proceeded directly into the hospitality industry. After two years with Lost Valley Ranch in Colorado and six years as Regional Sales Manager for Panera Bread in San Diego, she finally made the permanent move to carry on her dad's legacy serving people through their businesses and families as a member of Pass It On, Inc. Misty now lives in San Diego with her husband and Weimaraner puppy.

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Please visit our website

**[www.passitoninc.com](http://www.passitoninc.com)**

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