



# Succession Planning & Exit Strategies

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*A Structured Approach to Protect Your Business Legacy*

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## Introduction

Every business owner will eventually face the question of what happens next - whether through planned retirement, an unexpected event, or a strategic decision to sell. Yet too few businesses have a structured succession plan or exit strategy in place when it matters.

At Brevity Co. we help business owners, their families, and their professional advisers navigate this critical transition with clarity and confidence. Our approach combines deep technical expertise in taxation, structuring, and compliance with practical experience in business coaching, organisational transformation, and change management.

The result is a succession and exit planning service that addresses both the human and technical dimensions of business transition - not just the numbers, but the people, the strategy, and the legacy.

## Do You Have a Plan?

Succession planning and exit strategy work begins with a simple but important question: ***What happens to your business if you are no longer running it?***

This question encompasses far more than tax and structuring. It touches on leadership, knowledge, relationships, health, and contingency. Our service is designed to address all of these dimensions through an integrated, multi-phase engagement.

## Our Approach

Brevity Co delivers succession planning and exit strategy advisory across eight integrated workstreams. Each workstream addresses a distinct dimension of business transition, and together they form a comprehensive plan that is both commercially sound and personally aligned with the owner's objectives.

## Our Summary for the steps to follow

- Identify current Key Areas critical to your business operation activities & business legacy, strategic objectives & effectiveness;
- Develop and implement corporate knowledge transfer plans, and leadership for short to medium term;
- Disposals or acquisition of assets, financial modelling and Valuation of the business;
- Establishment new or winding up entities and its Tax Implications & Complying issues;
- Asset Protection;
- Estate Planning;
- Family relationships and stakeholder alignment;
- Contingency & Unexpected Events.

## 1. Strategic Assessment & Business Legacy Planning

We begin by identifying the key areas critical to your business operations, strategic objectives, and the legacy you intend to preserve. This is not a generic checklist - it is a structured assessment of what makes your business work and what would be at risk in a transition.

### What we do:

- Map current business operations, revenue drivers, and strategic priorities
- Assess organisational effectiveness and identify dependencies on key individuals
- Define the business legacy outcomes the owner wants to achieve through succession
- Benchmark current business performance and market positioning

*Our founders bring direct experience in business coaching, organisational transformation, and change management to this workstream - ensuring the assessment is grounded in practical operational reality, not just financial metrics.*

## 2. Knowledge Transfer & Leadership Development

One of the most common reasons succession plans fail is that critical corporate knowledge lives in the heads of a few key people. We help you develop and implement structured knowledge transfer plans and leadership development pathways to ensure the business can operate and thrive beyond its current leadership.

### What we do:

- Identify and document critical corporate knowledge, processes, and relationships
- Design knowledge transfer plans with clear timelines and accountability
- Develop leadership capability for short to medium-term succession scenarios
- Establish governance frameworks to support leadership transition

*This workstream draws on our founders' background in organisational transformation and change management, ensuring that knowledge transfer is executed as a managed change program rather than an ad hoc handover.*

## 3. Asset Disposals, Acquisitions & Business Valuation

Whether you are selling the business, acquiring a complementary operation, or disposing of non-core assets, the financial modelling and valuation work must be rigorous. We provide detailed scenario analysis and valuation support to ensure you make informed decisions.

### What we do:

- Prepare business valuations using accepted methodologies (capitalisation of future maintainable earnings, discounted cash flow, net asset backing)
- Model disposal and acquisition scenarios with full tax impact analysis
- Analyse share sale versus asset sale structures for both buyer and seller

- Identify and quantify earn-out, deferred consideration, and vendor finance arrangements

*Valuations and financial models are built by practitioners who have prepared and scrutinised them across hundreds of real transactions - not by generalists applying templates.*

## 4. Entity Structuring, Tax Implications & Compliance

Succession and exit events almost always trigger tax consequences across multiple dimensions - income tax, capital gains tax, GST, stamp duty, and Division 7A etc. We map every tax implication before any action is taken, and we design entity structures that are optimised for the transition.

### What we do:

- Analyse the tax consequences of proposed succession or exit transactions across all relevant taxes
- Identify available CGT rollovers and small business CGT concessions (Division 152)
- Design or restructure entities to facilitate the transition (new entities, wind-ups, consolidations)
- Ensure all regulatory and compliance obligations are met (ASIC, ATO, state revenue offices)
- Resolve existing Division 7A loans and unpaid present entitlements before transition

*Our team includes SMSF specialists and nationally recognised tax practitioners who work across income tax, CGT, GST, and stamp duty simultaneously. Our AI-accelerated research engine ensures no rollover, concession, or compliance obligation is missed - and every output is CONFIRMED by a qualified professional before delivery.*

## 5. Asset Protection

A succession plan must protect accumulated wealth from both commercial and personal risks. We review and, where necessary, restructure asset holdings to ensure the right level of protection is in place before, during, and after the transition.

### What we do:

- Review current entity structures for asset protection adequacy
- Separate operating risk from accumulated wealth where structures permit
- Coordinate with insurance and legal advisers on professional indemnity, D&O, and key person coverage

*Asset protection is where tax structuring, entity design, and risk management intersect. Our advisers bring cross-disciplinary expertise that allows them to evaluate protection strategies holistically rather than in isolation - identifying vulnerabilities that single-discipline advisers routinely miss.*

## 6. Estate Planning

Succession planning and estate planning are inseparable. The business transition must align with the owner's broader estate plan, including wills, testamentary trusts, superannuation death benefit nominations, and powers of attorney.

### What we do:

- Coordinate the succession plan with the owner's existing or proposed will and estate structure
- Analyse testamentary trust structures for tax-effective wealth transfer to the next generation
- Review superannuation death benefit nominations and trust deed succession provisions (appointor, trustee, guardian)
- Ensure enduring powers of attorney and advance health directives are current and aligned

*Estate planning failures almost always stem from misalignment between the business succession plan and the personal estate structure. Our advisers treat these as a single integrated engagement - not two separate workstreams with a coordination of a specialist Legal Practitioner and a Financial Adviser. This coordination is where decades of hands-on advisory experience makes the critical difference*

## 7. Family Relationships & Stakeholder Alignment

Business succession is deeply personal. Family dynamics, partner relationships, and stakeholder expectations all influence the outcome. We facilitate structured conversations to ensure alignment before decisions are finalised - not after.

### What we do:

- Identify all stakeholders affected by the succession (family members, business partners, key employees, advisers)
- Map relationship dynamics that may influence decision-making and implementation
- Support structured discussions between family members and business partners on expectations and outcomes
- Ensure the plan reflects the personal objectives of all relevant parties, not just the financial optimum

*Numbers alone do not determine the success of a succession plan - people do. Our founders' experience in business coaching and stakeholder management means we facilitate difficult conversations with structure and sensitivity, ensuring alignment is reached before implementation begins rather than discovered as a problem after.*

## 8. Contingency & Unexpected Events

Not every transition is planned. Illness, incapacity, death, partnership disputes, and market disruptions can all force a succession event. We build contingency provisions into every plan

to ensure the business and its stakeholders are protected regardless of how the transition is triggered.

#### What we do:

- Prepare for unexpected events including incapacity, death, and involuntary departure
- Factor life expectancy and health considerations into timeline and staging decisions
- Design trigger mechanisms and buy-sell provisions for partnership and shareholder agreements
- Ensure key person and business continuity insurance is adequate and aligned to the plan

*Contingency planning requires advisers who have seen what happens when things go wrong - not just what should happen in theory. Our team has guided businesses through unplanned transitions triggered by illness, family disputes, and market disruption, and that real-world experience shapes every contingency provision we build.*

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## Why Brevity Co

### Technical Depth

Our team includes practitioners with decades of experience across taxation, business advisory, and structuring. Every plan is grounded in legislation and supported by referenced analysis.

### Operational Insight

Our founders bring hands-on experience in business coaching, organisational transformation, and change management - ensuring the plan works in practice, not just on paper.

### AI-Accelerated Delivery

Our data engineering and AI systems compress research, modelling, and first-draft analysis timelines from weeks to days. Every output is reviewed, refined, and CONFIRMED by qualified professionals.

### Integrated Approach

We do not treat tax, structuring, asset protection, and estate planning as separate silos. Every workstream is analysed for cross-over implications and delivered as a single, coherent plan.

### Cost-Effective

By combining practitioner expertise with AI-accelerated delivery, we provide Big 4-depth advisory at specialist cost and speed - typically at a fraction of traditional advisory fees.

## How We Engage

Succession planning and exit strategy engagements are delivered as project-based advisory under our Business Restructuring service pillar. Every engagement is scoped to the specific circumstances of the business and its owners and follows a structured delivery process.

Phase	Stage	Activities
01	Discovery	Initial consultation and fact-finding Map existing entity structures, assets, and relationships Identify owner objectives, constraints, and timeline
		Detailed technical analysis across all eight workstreams Financial modelling and scenario comparison Cross-over tax impact assessment
02	Analysis	Comprehensive succession plan document Implementation roadmap with sequenced actions Professional review and CONFIRMED sign-off
03	Plan Delivery	Coordination with solicitors, financial planners, and other advisers Entity establishment or wind-up execution support Ongoing monitoring and plan adjustment as circumstances change
04	Implementation Support	

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## Get Started

Whether you are planning a retirement transition, preparing for a sale, or simply want the peace of mind that comes from having a plan in place, we are ready to help.

### Contact us:

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