

# MACCIAN

WEALTH MANAGEMENT



## In This Issue

[Newsletter - August 2011](#)

[Upcoming Events](#)

## Quick Links

[Visit Macian](#)

[Last Month's Newsletter](#)



[Newsletter - July 2011](#)

[Join Our Mailing List!](#)

## Business Benefits and Planning

Dear Matthew,

SUMMER IS ALMOST OVER, can you believe it? Time has come once again to hunker down after the summer's vacations and travels to get kids packed up and ready for a new school year, and to get back to work. Before the hustle and bustle of the fall season prevails, we would love to sit with you and have a chat about your goals for the upcoming year. It is never too early to get a head start for tomorrow.

## Newsletter - August 2011

It's official...we are rapidly approaching the last leg of the third quarter of 2011. As I tell our staff each year, "Once we hit the fourth quarter, blink and the next thing you'll see if January!" For many business owners this may be the same story. As business owners we tend to watch the world through a little bit different scope than the rest; scheduling, life improvement for ourselves and our employees, and how we manage money. This can be an extremely fulfilling process, especially here in the United States.



In the past months we have seen a large amount of small businesses coming through our doors for help, so we wanted to tackle a few of the most frequently discussed topics in this month's newsletter:

1. How can I have a higher retention rate and also have a stronger recruitment process?
2. What type of benefits should a small business have?
3. What do I do when it is time to pass on or sell my business?

### **How can I have a higher retention rate and also have a stronger recruitment process?**

I'm certain at one point or another every business owners has asked themselves one (most likely ALL) of these questions, and if not yet you might want to consider giving it some thought. As a starting point let's be bold and admit that as a small business or start-up capital reserves are typically pretty tight and finding good employees can be a challenge. If your margins for salary are flat, one of the best places to start building an attractive offering would naturally be the benefit package which your company provides. Although many a firm has had a "budget on a diet," there are many programs which cater specifically to the size and revenue of the firm, which can directly add to the attractiveness and retention rates of the company's employment ranks. One topic of note I would like to point out is the fact that since 2000, things have started to change. Simple stock options at start-ups and selling the dream of an early IPO do not seem to satisfy top performer's appetites the way they used to. These employees are more intently at "Google" type benefits with cafeteria plans, options of health coverage, vision and stronger, more flexible retirement plans. As a small or emerging company these benefit types are still attainable with a moderate aspect of creativity. Trying out company involvement programs like "Think Tank Thursdays" where teams get together and creatively brainstorm concepts for company development outside their roles, or maybe Taco Tuesdays where the company provides tacos for lunch, or even inner-office golf challenges at random intervals. Rumors of the fun firm on the block can spread pretty quickly. Remember, benefits can cover quite a wide range, however never deviate from the focus on profitability and productivity.

At Macian we pay attention to both the aspect of utilizing creative benefit packages and a developing dollar conscious model which will help enrich the financial lives of both the company and its workers. We typically conduct a complete analysis of the current benefit package and compare its metrics to current like packages in the market, then narrow down the facets employees and key members are currently utilizing. A top-down approach can have an amazing impact on how the next program should be constructed.

Remember, there are many choices out there and with a little care and preparation these can easily be designed to care for and attract that key talent which makes your company successful.

### **What type of benefits should a small business have?**

So what about companies who are not planning to grow larger than 50 employees? This actually takes a little more care in structuring than some of the larger plans since the margin of capital is much more specific. In this scenario our best tip would be to stay simple and easy. As an emerging company you want the benefit package to be easy to understand, meaningful and simple to use. We never like to see employees who come to us and tell us that they have been with a

company for 10 years and not know to what benefits they actually have. Smaller companies sometimes have an advantage here by providing a piece of mind when presenting benefits that are bespoke and usable.

As a small or emerging business owner the last thing you want to do is over-burden yourself with too many benefits, so start simple and stick to the basics; i.e. 401(k) plans and health insurance. Taking the time to evaluate as many plan providers as possible will begin to shed light on the different styles and programs available, and at what costs they will be made possible. Some companies even provide such services as on-going education, face to face support and any additional guidance you may need regarding your business benefit plan. Many of our business clients have enjoyed the full service role rather than just having an ongoing product. This will typically generate a more thorough understanding about what is going on with their money and helps ensure they maintain the most cost effective plan model for the company. As part of our corporate benefit planning packages we make sure that this remains at the forefront of the foundation when creating and updating benefit packages.

#### **What do I do when it is time to pass on or sell my business?**

While every generation will eventually come to an end, and we want you to be ready when the time comes. Deciding when the appropriate timing will be and how the transfer or sale should be set up and key elements to focus upon. Depending on how your business is currently this transfer may take on different forms; you may need to look for a buyer, a new CEO or maybe simply pass the business down to a family member. Regardless the route you choose, solid planning and good guidance should help make the process easy and smooth. Succession planning early on can prove to be a huge saving grace later on, as many details outlined from an early stage can save much time and money later on as the issues grow. Once the process begins it is vital that you sit with your family and discuss what potential proceeds should be used for; whether it be retirement, to fund a trust, rolled into investment properties or even look at future ventures.

Although day to day operations can be monumentally time consuming, every one of these areas are crucial for business owners to have covered, regardless of the size of the company. If you would like more information about our business services and how we can add value to your organization, please feel free to contact us directly. You never have to run your business alone; we are here to help.

## Upcoming Events

### Summer/Fall Classes begin Monday!

Mondays  
August 1st - December 12th 2011  
6:30pm - 8:30pm

929 Second Street  
Brentwood CA 94513  
Adult Education: (925) 634-2565



Beginning this Summer, Jadine will be teaching a series of financial courses in Brentwood through the Adult Education Center. Join us as we explore the many facets of personal and family finance. For more information about the course and how to register, visit [Liberty Adult Education](#).

### Eat, Drink and be Mira!

Friday, August 5th 2011  
5:30pm - 8:30pm

pariSoma Innovation Loft  
169 11th St (@ Natoma)  
San Francisco CA



Come help us support Mira Scholars Foundation with an evening filled with hors d'oeuvres, festivities and a silent auction. Proceeds will go towards the many great projects going on at Mira. For more information about the foundation [click here](#).



### **Fall Financial Series**

October 15th & 16th  
8:00am - 4:00pm  
555 California Street  
Floor 3  
San Francisco CA 94104

Macian's Financial Education programs were born to rebuild the foundation of awareness and intelligence we all need to survive in today's unprecedented economy. Many times we can find success in simply going back to the basics and that is exactly what Macian does. For more information [click here](#)

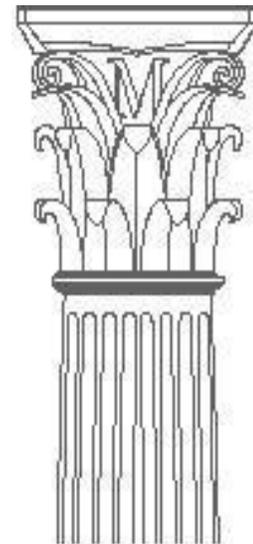
### **Thank you**

We hope you have had a wonderful summer and are ready to get back in gear for the fall. Hope to see you at one of our classes too! Remember, we are here to answer any questions you may have and look forward to speaking with you soon.

**Sincerely,**

Matthew Hodgen  
Vice Chairman and COO

[m.hodgen@macian-wm.com](mailto:m.hodgen@macian-wm.com)  
Toll Free: 800-779-0245 (ext. 102)  
Fax: 415-504-1961





Jadine Wong  
Chairman and CEO

[j.wong@macian-wm.com](mailto:j.wong@macian-wm.com)

Toll Free: 800-779-0245 (ext. 101)

Fax: 415-504-1961

Securities offered through Cambridge Investment Research, Inc., a Broker/Dealer, Member FINRA/SIPC. Investment Advisory Representative, Cambridge Investment Research Advisors, Inc., a Registered Investment Advisor. Macian Wealth Management, and Cambridge are not affiliated. Diversification and asset allocation strategies cannot assure profit or guarantee against loss. Past performance is not an indicator of future performance.

-MAIL CONFIDENTIALITY NOTICE: The contents of this e-mail message and any attachments are intended solely for the addressee(s) and may contain confidential information. If you are not the intended recipient of this message or if this message has been addressed to you in error, please immediately alert the sender by reply e-mail and then delete this message and any attachments. If you are not the intended recipient, you are notified that any use, dissemination, distribution, copying, or storage of this message or any attachment is strictly prohibited.