



## Succession planning in companies

### For continuous corporate success

Company succession is inevitable at some point and represents one of the greatest challenges for entrepreneurs.

Succession planning is a complex and demanding undertaking that should be approached with foresight in order to secure the future of the company.

### Why is succession planning crucial?

- **Continuity:** It ensures the continuity of company management and minimizes disruptions in business operations.
- **Talent development:** Through targeted development and promotion of talent, the skills and knowledge within the company are strengthened.
- **Risk mitigation:** It reduces risks associated with unexpected changes in management.

### Steps for successful succession planning

1. **Timely planning:** Start your succession planning early to avoid time pressure and weakening your negotiating position. A proactive approach allows for a structured process.
2. **Independent company valuation:** Realistically assess the value of your company by having an independent evaluation conducted by succession specialists. This is essential for fair price negotiations.
3. **Maximizing potential and reducing risks:** Identify untapped potential and reduce risks. This includes cosmetic adjustments, strategic realignment, and the exploration of additional markets.
4. **Tax preparation:** Clarify the tax consequences of the company transfer at an early stage to avoid surprises. Optimize the ratio between salary and dividends and prepare for the sale.
5. **Family arrangements:** In the event of a transfer within the family, address inheritance issues early to prevent financial bottlenecks.
6. **Finding suitable buyers:** Hire experienced professionals to find solvent and suitable buyers. A professional network and solid market knowledge are crucial here.
7. **Financing the transaction:** Participate financially in the transaction to improve the sales opportunities: Flexible payment models such as earn-outs can be attractive for both buyers and sellers.

## Conclusion



Planning a company succession requires well-considered decisions. A timely start and the use of expert advice are crucial for success.



**Rafael Szucs**  
Head of Key  
Clients & Corporates

***Seek expert support as early as possible to plan the succession according to your wishes and ensure a smooth and beneficial transition. By making the right decisions early on in the process, you can overcome financial and legal challenges and make the most of your options,»***, advises Rafael Szucs, Head of Key Clients & Corporates

smzh-Tip

## smzh for you

Our experts can support you with succession planning as follows:

- Review, analysis and preparation of company-specific and personal documents as well as determining the investment strategy for a successful company transfer.
- Preparation of an Information Memorandum: A neutral presentation of all areas of the company. This includes, for example, products and services, market and competition, finances with detailed planning, and corporate strategy
- Creation of an integrated financial model and determination of the
- company value or value range
- Legal support in the context of succession planning



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