



HOW LBDIAS CAN HELP SALON AND SPA OWNERS CREATE A BUSINESS CONTINUITY PLAN

As a salon or spa owner, your business is more than just a place where clients come for beauty and relaxation—it's your livelihood and a key part of your financial future. But what happens if an unexpected event disrupts your operations? Whether it's a natural disaster, economic downturn, or sudden illness, having a Business Continuity Plan (BCP) in place ensures your business can survive and recover.

At Life By Design Investment Advisory Services (LBDIAS), we understand the challenges that small business owners face, and we specialize in helping salon and spa owners develop strategic plans to protect their businesses, employees, and long-term financial well-being. Here's how we can work with you to create a solid Business Continuity Plan.

1. Identifying Potential Risks to Your Salon or Spa

Every business faces risks, but salon and spa owners have unique challenges, including:

- Unexpected Closures: Fires, flooding, or health-related shutdowns.
- Financial Risks: Economic downturns, cash flow disruptions, or unexpected expenses.
- Key Person Absence: If you, a business partner, or a lead stylist suddenly become unavailable.
- Technology Failures: Booking system crashes or data breaches affecting client information.

LBDIAS works with you to identify potential threats specific to your business and develop strategies to mitigate financial and operational risks.

2. Protecting Your Cash Flow and Financial Health

A business continuity plan should include financial safeguards to keep your salon or spa running during disruptions. LBDIAS can help you:

- Build a Business Emergency Fund to cover rent, payroll, and expenses during unexpected closures.
- Implement Cash Flow Strategies to ensure you have reserves during slow months.
- Review Business Insurance Coverage to confirm that you have protection for business interruptions, liability, and property damage.

By planning ahead, you can reduce financial stress and maintain stability even during tough times.

3. Developing a Succession Plan for Key Roles

If you were unable to work for an extended period, would your salon or spa continue operating smoothly? LBDIAS helps you establish a succession plan by:

- Identifying key team members who can take on leadership roles in your absence.

- Defining clear operational procedures to ensure business continuity.
- Establishing a plan for partner or ownership transition, if necessary.

Having a clear roadmap ensures that your business can continue serving clients even when unexpected changes occur.

4. Creating an Exit Strategy or Sale Plan

Whether you're planning to sell your business in the future or want to have an exit plan in place, LBDIAS can help you develop a strategy that aligns with your financial goals. We assist with:

- Valuing your salon or spa to understand its worth.
- Structuring a sale or transition to maximize financial benefits and minimize tax burdens.
- Ensuring a smooth handover to a successor or buyer when the time comes.

Planning early allows you to maintain control over your business's future and ensure a seamless transition when you decide to move on.

5. Implementing a Retirement and Personal Wealth Strategy

A business continuity plan isn't just about protecting your salon or spa—it's about securing your personal financial future. LBDIAS works with you to:

- Set up retirement plans such as SEP IRAs or solo 401(k)s for long-term savings.
- Diversify investments to build personal wealth beyond your business.
- Align your business goals with your financial future, so you can retire comfortably when the time is right.

We help salon and spa owners balance short-term business needs with long-term financial security.

6. Structuring Legal and Tax Considerations

A business continuity plan should address legal and tax implications, ensuring that your business is structured for resilience. LBDIAS can help with:

- Reviewing partnership agreements and legal documents.
- Planning for business succession tax strategies.
- Ensuring compliance with state and federal financial regulations.

With the right legal and tax strategies, you can avoid costly pitfalls and keep your business financially sound.

Why Work with LBDIAS?

At Life By Design Investment Advisory Services, we work with small business owners, including salon and spa professionals, to develop customized financial strategies that support their goals. We bring experience in financial planning, risk management, and business continuity to help you safeguard your business, protect your assets, and plan for a financially secure future.

A Business Continuity Plan is not just for emergencies—it's an essential tool for long-term success. LBDIAS is here to help you prepare for the unexpected while ensuring your salon or spa thrives for years to come.

Ready to take the next step? Contact us today to discuss how we can help you create a tailored business continuity plan that aligns with your financial goals.

Life By Design Investment Advisory Services is a registered investment adviser. Information presented is for educational purposes only and does not intend to make an offer or solicitation for the sale or purchase of any specific securities, investments, investment strategies, and/or insurance products. Investments involve risk and, unless otherwise stated, are not guaranteed. Be sure to first consult with a qualified financial adviser and/or tax professional before implementing any strategy discussed herein. Past performance is not indicative of future performance.