Episode 11:

The Million-Dollar Tax Strategy Most Business Owners Miss Before They Sell

StoryLens Podcast
One-Sheet Snapshot

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In this episode of the StoryLens Podcast, the StoryOne team and Evan Lange dive into the strategic side of charitable planning with a focus on presale charitable gifts. They explain the importance of timing, asset selection, and how utilizing charitable entities can significantly reduce taxes while increasing impact. The conversation equips families and business owners with practical insight about charitable giving strategies for major liquidity events.



Featuring:
John Christensen
Cameron Bond

Guest:
Evan Lange

Turning Assets into Impact

- Highly appreciated assets often make the best charitable gifts.
- Illiquid assets, like closely held businesses, real estate, private equity, and venture capital investments, and more liquid assets, like publicly traded stock, can be ideal charitable gifts.
- The right asset choice and giving structure matters as much as the decision to give.

Avoiding Common Mistakes

- Many families give cash gifts after a sale but pay unnecessary taxes and miss out on leverage opportunities because they fail to plan ahead.
- The professionals involved in "the deal" often focus only on the transaction itself rather than the family's broader purposes, including tax savings and long term charitable impact.
- Having the right team changes outcomes for the better.

The Power of Timing

- Presale charitable gifts must be completed before there is a binding contract to sell the business.
- Making a presale charitable gift takes time and coordination, so business owners contemplating a sale should start the planning process early.

Strategy Stewardship

- Charitable planning should serve a family's mission, vision, values, and goals.
- Aligned strategy allows families to give more effectively, benefiting the family and the recipients of their charitable gifts.
- Generosity works best when heart and strategy align.

Choosing the Right Charitable Structure

- There are multiple charitable entity options for families, depending on the family's goals.
- Various charitable entitles can be used in concert to decrease family friction and maximize impact.

Notable Quotes

"If you wait until after the sale, you've already missed the biggest opportunity."
-Evan Lange

"The goal isn't just to save taxes, it's to give with intention."
-Cameron Bond

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