SEQUOIA FINANCIAL GROUP

Key Questions to Ask Before, During, and After Transaction Day

Sequoia has worked with clients through significant liquidity events for decades. In our experience, the partners who navigate this type of event with the most confidence along the way are the ones who come in with key questions — and connect with experienced advisors.

The following are questions every Eide Bailly partner should be able to get clear answers to this year. If you're already working with Sequoia, many of these are conversations we've already started. If you haven't engaged with us yet, consider this your starting point.

Where do I send the money on Transaction Day?

This is the most asked question in any transaction. It is also the most time-sensitive. Before your close date, you should know exactly where your proceeds will be wired and why.

How do I replicate the capability of my draw account?

Today, your draw account provides you flexibility in accessing your funds while maintaining a competitive market yield. Consider your options in account structure to maintain that optionality going forward.

What taxes will I owe, and when?

A liquidity event typically creates one of the most complex tax years of your life. Surprises here are costly. Understanding the implications and allocating and planning for your proceeds is critical. Once your tax liability is determined, consider how you are optimizing yield on those funds until payment is due.

How should I invest this money?

Investing proceeds into the best structure for you both for the short and long term, in the right kinds of accounts and vehicles, for the time horizons that align with your goals and risk tolerance, is not a decision to make under pressure.

What does my cash flow look like going forward?

For many partners, a transaction comes alongside a change in ongoing compensation. Understanding what your income picture looks like post-close is as important as understanding the transaction itself.

What does my overall wealth plan look like from here?

A liquidity event is one of the most significant financial inflection points of your career. It is also an opportunity to step back and make sure your entire financial picture is organized around where you actually want to go.

Who is on my team, and are they the right fit for this moment?

Not every advisor or advisory firm has experience navigating the complexity of a significant liquidity event. This is the moment to make sure yours does.