

THE BUSINESS LEGAL LIFECYCLE

How to Successfully Navigate
Your Way from Start Up to Success



JEREMY STRETEN

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For Abigail and Benjamin

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Contents

Foreward	7
Preface	9
Introduction	11
Chapter 1	Phase 1 – Conception 15
1.1	Your Initial Team 16
1.2	Goals 17
1.3	Choosing the Right Name 17
1.4	Conclusion 18
Chapter 2	Phase 2 – Start-Up 21
2.1	Structures 22
2.2	Leasing Premises 31
2.3	Directors' Responsibilities 36
2.4	Becoming a Franchisee 38
2.5	Borrowing Money 39
2.6	Insurance 46
2.7	Conclusion 48
Chapter 3	Phase 3 – Initial Clients 51
3.1	Who is your Ideal Client? 52
3.2	Tracking 53
3.3	Businesses Based on one Client or a Government Body 54
3.4	Where are you Going to get the Clients from? 55
3.5	Your Initial Agreement/Terms of Trade 55
3.6	Debt Recovery 57
3.7	Conclusion 58
Chapter 4	Phase 4 – Bringing on Employees 61
4.1	Employee vs Contractor 63
4.2	The Interview 65
4.3	The Agreement with your Employee or Contractor 65
4.4	Liability for Employers 66
4.5	Workplace Policies 67
4.6	Conclusion 68
Chapter 5	Phase 5 – Protecting Intellectual Property 71
5.1	Trademarks 72
5.2	Separate Entity to Hold your Intellectual Property 74
5.3	How-to Guides (including Operating or Process Manuals) 77
5.4	Patents 78
5.5	Conclusion 78
Chapter 6	Phase 6 – Maximising your Business/Bringing in Investors 81
6.1	Maximising your Business 83
6.2	What to Look out for in an Investor 83
6.3	Shareholders'/Unitholders' Agreements 86
6.4	Joint Venture Agreements 88
6.5	Conclusion 89
Chapter 7	Phase 7 – Expansion/Franchising/Licensing or Buying an Existing Business 91
7.1	New Business Premises Considerations 93
7.2	Franchise 94

7.3	Licensing	96
7.4	Buying an Existing Business	97
7.5	Conclusion	98
Chapter 8	Phase 8 – Estate Planning	101
8.1	Wills	102
8.2	Power of Attorney and Advanced Health Directives	104
8.3	Personal Insurance	105
8.4	Buy/Sell Option Agreements	106
8.5	Conclusion	107
Chapter 9	Phase 9 – Investing in Property	109
9.1	Buying Residential Property	110
9.2	Buying Commercial/Industrial Property	111
9.3	The Process of Buying a Property	112
9.4	Important Factors to Consider when Buying a Property	113
9.5	What Questions are Important to ask the Real Estate Agent?	115
9.6	Selling Property (be it Residential, Commercial or Industrial)	116
9.7	Conclusion	119
Chapter 10	Phase 10 – Litigation and Dispute Resolution	121
10.1	What is Litigation?	122
10.2	Dispute Resolution	124
10.3	Debt Recovery	126
10.4	Defending Proceedings brought against a Business	127
10.5	Conclusion	129
Chapter 11	Phase 11 – Sale of Whole or Part of the Business or the Listing on a Stock Exchange	131
11.1	Taking Cash for Fees	133
11.2	Selling a Business	133
11.3	Considerations about the Sale of Part of the Business	138
11.4	Listing a Business on a Stock Exchange	139
11.5	Conclusion	141
Chapter 12	Phase 12 – Retirement	143
12.1	Setting Up for Retirement	144
12.2	Superannuation	145
12.3	Buyout Periods	145
12.4	Conclusion	147
Chapter 13	Phase 13 – Insolvency/Winding up	149
13.1	Insolvency	150
13.2	Winding Up	151
13.3	Bankruptcy	152
13.4	De-registration	154
13.5	Conclusion	154
Conclusion		157

Foreword

I believe entrepreneurs are extraordinary. Starting, scaling, and selling a business is one of the greatest endeavours a person can embark on. This endeavour has the potential for great financial rewards as well as personal growth but it also comes with enormous risks and many pitfalls.

Being an entrepreneur can be a lonely journey with no one to turn to for guidance, support or advice. For many entrepreneurs, they can't talk about their challenges with their employees, their family or their friends because they "just won't understand" or they fear being perceived as arrogant when talking about their business. This leaves many entrepreneurs feeling isolated when trying to figure it out on their own or, worse still, being guided by what they read on the internet or social media. From what I have learnt by helping over 1160 entrepreneurs grow sustainable businesses, this is never more true than when looking at the legal side of growing a business.

One of the blessings of growing a business is that you get multiple opportunities to test and measure, tweak and improve in all areas of business. If you make a mistake, you learn from it and do it better next time. Unfortunately, this does not apply to the laws around growing a business; for the most part, you only get one shot to get it right, so it has to be done right the first time.

Unfortunately, entrepreneurs often seek professional legal advice way too late, often to their personal peril or sometimes to the demise of their business. That's where the Business Legal Lifecycle steps in. It will give you early and accurate knowledge before it's too late.

This practical and easy-to-read book will become your companion guide as you discover the legal obligations and options that await you at each phase. Written with insightful intelligence and full of practical examples and anecdotes, this is a legal and business book that is easy to read and simple to follow. It is a book every entrepreneur should have within arm's reach because it will help you safely navigate the often nerve wracking and treacherous waters of the laws associated with running a business.

Although there are many books on how to grow a successful business (of which I have written one), there are few, if any, that focus on the legal steps associated with starting, scaling and selling a business. This book is the missing and critical piece of the puzzle that aims to support entrepreneurs in any phase of their business development. It is a long overdue and much needed resource to be added to the bookshelves of small to medium business owners everywhere. It gives the reader insight with the ability to predict and prepare for the future. Properly applied, it will allow entrepreneurs to not only grow a sustainable business but to make sure their treasured asset is also well protected.

The Business Legal Lifecycle is laid out like an old 'choose your own adventure'

novel, allowing you to enter at the place that is right for you. It then gives you the options you can take with the pros and cons of each, so you can be well-informed and grow your business with confidence and certainty.

This is a refreshing book not written by some lawyer sitting in their ivory tower pointing their judgmental finger at you like your school teacher did when you didn't do your homework. It's written by someone who not only cares about entrepreneurs but who has walked the path himself. Jeremy started his business from scratch and has grown it into an iconic boutique legal practice. He is also an entrepreneur who has experienced the highs and lows of growing a sustainable enterprise. Unlike many legal texts which are long, boring and full of legalese, this book is written in plain English, making it simple to understand and easy to apply. It is also written with compassion, care and clarity.

In my experience, people want more direction, not more information. While this is an informative book, you will also come away with very clear direction as to what your next business legal steps should be. I expect it will help you navigate safely through your entrepreneurial pathway as you set out to achieve your dreams and desires in business.

Enjoy.

Dr David Dugan

BDS, Adv Dip Bus, Grad Dip Clin Dent, Dip CH, Dip Fin Planning

Author of Bullet Proof Business, Amazon No 1 Best Seller

Business Coach & Mentor

Founder of ELITE500 Mastermind

Preface

As a lawyer and a business owner I am often frustrated with the legal industry as a whole. All too often, advice from lawyers is boring and repetitive with no thought for the client's actual situation. What happens more often than not is that clients are scared of going to their lawyer, scared of being told that they need to spend tens of thousands of dollars to do everything that they need to do. There is no commercial advice given and legal advice becomes unworkable in the real world. This frustration led to the creation of the Business Legal Lifecycle, a concept to shift legal advice away from the simple 'do everything at once' approach to a more commercial set of instructions for every business owner to use.

This book is all about demystifying the legal processes and unlocking the often confusing world of legal advice for business owners. My aim is to give business owners a reference guide to be able to use in business, to give guidance on legal terms, and to give a clear direction of where a business is and should be going. The 13 phases of the Business Legal Lifecycle have been developed to solve these issues and give business owners a clear path for their business.

As with anything in life, business owners are on a journey of discovery. In writing this book, I have developed a deeper understanding of the Business Legal Lifecycle in general and discovered new and interesting ways to look at businesses. The examples I have given are designed to give that clarity to business owners to be able to identify whether they have encountered a similar problem in the past or as a beacon saying to a business owner that they are not alone and that issues that they face in business are normal. Moreover I want to give you the knowledge and confidence to tackle problems head on and know that other business owners have been there before and there is always light at the end of the tunnel.

In writing this book I have researched other business books and legal processes and have also undertaken an extensive review of the business owners that I have dealt with over the years. I have examined where businesses did things correctly and where they did not, and I have developed the phases of the Business Legal Lifecycle as a guide to where the most successful businesses did things correctly.

Your journey as a business owner will be fraught with danger but it should be a journey that is interesting and allows you to develop many different skills. Whether you are a small, medium or large business owner, you will at some stage of your business life have many different roles, embrace them and learn from your mistakes and also from your successes. This book has been designed for you to establish and build a successful business.

Introduction

Business owners are in business to take control

When you first start out in business, you need to do everything yourself to keep your business going. You need to be the marketer, strategist, salesperson, manager and even the cleaner. Staying in control of all aspects of your business is vitally important to its ongoing success. As your business grows and develops, it is critical that you are aware of the changes and cycles that it will go through. All businesses go through very predictable and repetitive cycles that are both positive and negative. They are all very important and you need to be proactive and ready to take action when the time comes. I have examined not only what successful business owners have done well, but also where business owners have failed, in order to work out what went wrong. This led me to develop the 'Business Legal Lifecycle' based on my experiences as a lawyer working with over 5200 business owners and their businesses.

The main problem that I observe is that many business owners do not know what they need to do with regards to the legal side of their business. They often do not establish the appropriate structure for their business and do not know when certain legal processes of the business should be undertaken. I developed the Business Legal Lifecycle to guide businesses through what legal steps they need to take and when they need to take them.

Experiences

As a young corporate solicitor during the 2000s it was drilled into me that a business should have every single legal document in place before it starts to trade. Part of this is due to the increasingly litigious nature of our society, and part is due to the commercialisation of legal businesses.

Crossing the t's and dotting the i's before you start trading is critical in order to make sure that you are ready for the challenges that you will face as a business owner.

What we see from many business owners

All too often, a business owner, struggling to get their product off the ground, engages with clients and starts employing staff without having the resources or the time to implement all the necessary steps at the beginning of their journey. Setting up your business properly from day one is crucial as the decisions you make at the start will have huge impacts down the track, and could be the difference between success, failure and even bankruptcy.

The Business Legal Lifecycle was developed to help business owners overcome the challenges and protect yourself from the risks that you will face at different stages of your business' development. When your business is about to transition to the next

phase, it is critical for you to understand what your legal options and obligations are so as to ensure that the transition from one stage to the next is successful.

The aim of the Business Legal Lifecycle

The aim of this book is to demystify the legal processes, explain the different legal practices, and demonstrate why they are necessary through the use of real-life examples. I will also attempt to fight my inner lawyer by doing all of this in plain English! The focus of this book is not specific to any particular type of business and can be used by all types of businesses and business owners.

It should be used by entrepreneurs, existing business owners, accountants, lawyers, financial planners, business mentors, business coaches, mortgage brokers, business brokers, real estate agents and other professionals as a guide to the legal aspects of a business.

It may be that some steps occur in a different order or certain events trigger the phases slightly differently, but from my experience, both as a business owner and as a lawyer, successful businesses generally follow a predictable pattern as presented in the Business Legal Lifecycle.

How to use this book

Before we begin, a word of warning: specific businesses and business owners have requirements that are unique to their particular circumstances. This book is a general discussion on the phases of the Business Legal Lifecycle but it should not replace the advice that you, as a business or business owner, receive from your professional team of advisors which is specific to your own particular circumstances.

I have included many different case studies and examples to show how following the phases in the Business Legal Lifecycle can help your business grow into an asset that can either be sold or be used as a lifestyle business (a business set up to fund your ideal lifestyle as opposed to a larger type business). I have not included any names and some of the details have been changed for privacy. The effect of what happened in each case study or example, whether it is positive or negative, is very real. Ideally, you should read this book from cover to cover at least once and I encourage you to flag chapters that are especially relevant to you and scribble notes as you go. You may discover things that you have done correctly (or incorrectly) and, as you reach each transition to a new phase in your business, I encourage you to continually revisit the book to ensure that you follow the correct processes and seek the appropriate advice from your consultants.

What is the Business Legal Lifecycle?

Starting a new business is an exciting venture for any entrepreneur. I know from my personal experience of starting three businesses that sometimes you get swept up in the excitement and resist getting bogged down in important, but let's face it, often boring, legal matters. There is a long list of considerations that a business owner needs to think about when starting a business, with initial start-up costs typically

being the driving factor behind making decisions.

This is one of the reasons that the Business Legal Lifecycle was developed: to ensure that you are aware that you need to start thinking about implementing the different legal processes from the very beginning.

The different phases of the Business Legal Lifecycle are:

- (a) Phase 1 - Conception
- (b) Phase 2 - Start-Up
- (c) Phase 3 - Initial Clients
- (d) Phase 4 - Bringing on Employees
- (e) Phase 5 - Protecting Intellectual Property
- (f) Phase 6 - Maximising your Business/Bringing in Investors
- (g) Phase 7 - Expansion/Franchising/Licensing or
Buying an Existing Business
- (h) Phase 8 - Estate Planning
- (i) Phase 9 - Investing in Property
- (j) Phase 10 - Litigation and Dispute Resolution
- (k) Phase 11 - Sale of Whole or Part of your Business or the
Listing on a Stock Exchange
- (l) Phase 12 - Retirement
- (m) Phase 13 - Insolvency/Winding up

Each phase of the Business Legal Lifecycle will have a different impact on your efficiency and profitability. Consequently, you may decide not to go through a particular phase, or another phase may present itself earlier for you. Your company may enter into litigation much earlier in its lifecycle, or you may decide to invest in property sooner than others typically do. Some business owners decide never to franchise their business.

The phases of the Business Legal Lifecycle were created as a general guide based on our experience in dealing with business owners and the stages we see them experience during the life of their business. Whether you follow the cycle exactly or not, the book is designed to give you an idea of where your business is currently situated and where it is headed.

A word on contracts

Throughout the book I use various terms that refer to a contract, such as: a company constitution, a lease, agreements with your staff and so forth. These are all forms of contracts which are very important legal documents. There is an old saying in the

legal profession, “in any dispute there is your belief as to the truth, there is the other side’s view on the truth and then the actual truth is somewhere in the middle.” This is especially true if you do not have a contract in writing as each party to the contract will have a different interpretation of the agreement. In the ever-increasingly litigious nature of our society, putting a contract in writing is imperative for any agreement so that all parties can agree upon the terms and conditions.

CHAPTER 7

Phase 7 – Expansion/Franchising/ Licensing or Buying an Existing Business

The expansion, franchising or licensing phase of the Business Legal Lifecycle (Expansion phase) focuses on building your business to be a bigger asset. When a business expands, all of its issues and problems are amplified so, for this reason, this phase closely follows the Maximising phase of the Business Legal Lifecycle.

The Expansion phase covers the fundamental requirements of expanding your business, including securing new premises or offices, as well as franchising and licensing the business. It is at this point that all your hard work in the preceding phases will begin paying off or, if you skated past some of the fundamentals, the flaws in your business model will be exposed and amplified.

One option that may be open to you to expand your business is to purchase an existing business after giving careful consideration as to the value of the assets you are purchasing, the role they will play in your expansion plans, and how the new business will integrate with your existing business.

From the Case Files

I have seen many businesses try to expand to the point where they simply disperse their problems from one location to many. One accounting firm that we work with started off in just one location, before quickly realising that they needed a second office closer to the main central business district of Brisbane.

The accounting firm did not properly establish all of their systems and did not put all of the procedures in place. As a result, when they opened the second office, these problems were amplified. For example, their phone and computer systems could not cope with the new requirements of having dual office locations. The firm was forced to quickly put the new systems in place and do twice the work that should have been required.

If these considerations had have been made before the expansion of the offices, the problems could have been avoided and the business would not have suffered as a result.

Franchising is not for every business or business owner. When you sell a franchise (see section 7.2) you are selling your business as a product for someone else to use. The business needs to have all of its systems and procedures established correctly before franchising as otherwise you will not be selling the system in its entirety and no one will buy your franchised business.

This phase is positioned in the Business Legal Lifecycle just after the dip caused by the previous phases, because when a business successfully navigates this phase, it is set up for growth and prosperity in the future. I will discuss the different options open to a business at this phase and some of the key documents and considerations that you need to think about to prepare yourself for the next phase.

Important considerations during this phase are:

- Are all of my systems, processes and procedures in place so that I am not going run into problems when I expand, franchise or license?
- Are there other markets my business can expand into, and what are the benefits of expanding my business and brand?
- Do I have a product that other business owners want to use?
- Do I need to bring in a specialist to manage the expansion?

Dangerous considerations during this phase are:

- I can fix all of my problems later
- It does not matter that I do not have my systems in place as the people that buy into my system will just figure it out anyway
- I do not have a brand to protect during the expansion/licensing/franchising phase of my business
- I do not want to lose control of my business
- I should do this because everyone tells me that I should
- I will work between the multiple business premises and control everything that goes on at all of them without a management structure
- I cannot trust anyone else with my business

7.1 New Business Premises Considerations

Before you secure new business premises, it is important to consider the reasons for this decision and the benefits it will deliver to your business. It is also important to consider what systems and processes you have in place, and how this will be transported to the new premises. If you have a retail shop, for example, you may need to consider things such as the brand of your business, the brand strength (this should have been protected in section 5), your point of sale and ordering systems, as well as the integration between the different premises. Success leaves clues: if you

have a successful retail shop in one premises, that design and layout should be replicated so that any returning customer or client recognises your brand and will respond in a positive manner.

Where your business plans to expand to a second office, it is vitally important to consider how the offices will interact. For instance, careful consideration needs to be given to telephone systems, email and business/practice management software needs. Due consideration must be given to new and emerging technology and how the expansion provides the opportunity to upgrade systems (e.g. internet-based telephones) and processes and increased integration between offices (e.g. Cloud software) for a competitive advantage.

You also need to carefully consider the additional overheads of running another premises. As a general rule of thumb, you should double all your current business costs to cover the costs of the new premises, as it is likely you will have to pay similar rent, outgoings, staff costs and so on. You will need to cover the expansion costs from your original business premises until the new business generates sufficient income to support itself and then generate a profit.

It is critically important that you track the performance of your new business premises and monitor the performance between the different premises. These types of processes were discussed in section 3.2 and become even more critically important when you expand your business. Where a business expands, the same considerations in relation to the leasing premises that were discussed in section 2.2 should be revisited. No matter what premises you are looking at for your business, those considerations are crucial.

7.2 Franchise

What is a franchise?

In a franchise, the owner of a business' trademarks, styles, processes, products and systems (franchisor) sells the right to another entity to operate a business using those same products, or services (franchisee). In Australia, a franchise structure is one of the most recognisable business structures and is often used by business owners to assist in the expansion of their brand and business.

A franchise model can be rewarding for both the franchisor and franchisee as a properly established and operated franchise model will allow for a fair amount of control by the franchisor as well as education and support for the franchisee. If you want to start franchising your model, serious consideration needs to be given to the systems that are in place before you sell franchises to other business owners.

When consulted by a prospective franchisor as to how best franchise their business, I advise them to put themselves in the shoes of a franchisee who knows nothing about their business.

The business owner needs to give serious consideration to the knowledge and ongoing support they will need to start and successfully operate a new business. By

going through this process, you will readily identify all of the information your franchisee will need to start the business from scratch. Important considerations include (this list is not exhaustive):

- (a) Identifying the intellectual property of the business
- (b) How the shop and/or shopfront should be laid out
- (c) Employee appearance and presentation
- (d) Business operations and documentation of processes and procedures (e.g. the franchise manual)
- (e) What agreements does the business have in place with its customers and/or clients?
- (f) Employment conditions, including awards
- (g) Advertising and marketing campaigns and division of costs between the franchisor and franchisee
- (h) Purchase of stock and inventory from preferred suppliers by the franchisee

There are many other considerations that are specific to a particular type of business intended for franchising, thus it is important to ensure that a business is set up correctly and all of the necessary checks and balances are in place before it is franchised.

What are you looking for?

The relationship of franchisor and franchisee is a vital consideration that may be the difference between the success or failure of the franchise. The decision of who to bring into a franchise is like any other business decision; the right one can result in a long and fruitful relationship. However, choosing the wrong franchisee can result in disaster, as you will be stuck in a business relationship that will not work and can lead to the failure of the franchise.

From the Case Files

One such disastrous example is related to an owner of a franchise business that sells coffee and coffee-related products. This franchise company has in excess of 60 franchises around Australia and runs a very successful program to bring new franchisees into their business. However, the problem with their business model was that they accepted anyone who applied to be a franchisee of the business meaning they had no control over who came into the business and they had a lot of franchisees who simply were not up to the task. The franchise business had certain procedures in place that required the franchisee to work hard and in particular had a system to achieve a guaranteed goal of cups of coffee sales in any one day. However, as

a result of their non-discreet nature of accepting franchisees, one in particular was just not the right fit which resulted in the franchisor unsuccessfully spending a lot of time, money and energy trying to improve the franchisee. This resulted in the franchisee suing the franchisor for alleging that they were not trained properly and both parties lost a lot of money in legal fees.

A more successful example of where a business owner was selective in who they accepted as a franchisee was a pizza restaurant business. The franchisor was a larger company that also owned the franchises of many other different brands in the food and beverage industry. They knew that they had to be very careful and conduct rigorous checks on each prospective franchisee to ensure that they had the requisite business knowledge, they were put through the appropriate level of training, and their financial position had to be sound. Only once a franchisee had passed the checks could they become a franchisee of the business. The franchisor found that they rarely had any issues with the franchisees and, if they did, it was usually due to some other intervening cause.

7.3 Licensing

In some cases, setting up a franchise system may be impractical or cost prohibitive. In such circumstances, you need to consider licensing certain aspects of your business' intellectual property to third parties. Essentially, a licence gives the third party the right to use your intellectual property usually in return of a fee. Unlike a franchise, the level of control that is exercised by the licensor is far less as they cannot dictate how the business is owned and operated. The business relationship usually just allows the third party to use the name of the licensor's business to trade with whilst protecting other aspects of the business.

A word of warning here: a business should not use a licensing system in an attempt to get around the complicated requirements for a franchise. Many countries have strict legislation regulating franchising and courts will look to construe an arrangement narrowly as a franchise agreement where there is a dispute and penalise the purported licensor for trying to get around the franchise requirements. The quality of the drafted documentation will be crucial in how a court will determine the matter, so specific expertise will be required to guide you through this legal minefield.

From the Case Files

An example of where this went wrong was a café business where the owner did not want to go through a franchise model and spent a great deal of money trying to avoid it. The café business was a successful one in a particular location in South East Queensland, Australia. They

had a large turnover and had developed intellectual property and systems that could easily be replicated in other businesses. This meant that their brand was attractive to other investors. They were approached by an investor who wanted to buy a franchise. However, the business owner did not want to go through the franchise process but still wanted to maintain a great deal of control over the business. As a result, they set up a licence to the third party, but maintained sufficient control so that they were effectively a franchise in breach of the Franchising Code of Conduct in Australia (Code). Once a dispute occurred, the licensee successfully argued that the licensor was in breach of the Code because they did not set up a franchise properly under the Code. The licensor had to pay back all of the money paid by the licensee and the licensee walked free from all of their obligations in relation to the business. Had the relationship been set up as a franchise, the licensee would not have been able to get out of the system.

7.4 Buying an Existing Business

Some business owners look to expand their operations quickly by buying an existing business that is owned and operated by third parties. There are a number of advantages and disadvantages to this approach and careful evaluation must be given as to the value and quality of the assets you are buying.

Advantages of buying an existing business include:

- You immediately gain an existing client base
- You can leverage off the existing brand
- The purchase price (which may be high) is offset by an existing income stream
- The new business' processes and systems can be integrated into your business

Disadvantages of buying an existing business include:

- The business may be identified too closely with the previous owner and you may lose a significant number of customers or clients who do not like the change
- You inherit pre-existing issues and problems affecting the business in terms of its systems and procedures
- Careful (and expensive) due diligence will be needed to properly value the business and its assets

Buying the business vs buying the entity

There are two ways that you can buy a business. The most common method is to buy the business as opposed to the entity that owns the business. However, the actual entity that operates the business can also be purchased if the proper checks and balances are put in place by the parties.

A great deal of care needs to be given to purchasing the entity that operates a business as distinct from the business itself. When you buy the entity that operates the business, you are buying all of the history — and potentially all of the problems — of that entity. For example, if the entity owes taxes and you buy the entity, you will inherit that tax burden. When you simply buy the business, you probably won't inherit those issues as they are usually attached to the entity that operated the business in the past.

Before you buy a business, you need to carry out a great deal of due diligence to ensure that you are fully informed about the purchase. This is particularly true if you're also buying the entity that operates the business. A thorough examination of the history of both the business and the entity — with the help of your lawyer and accountant — is needed to ensure that all of your concerns are addressed. You also need to consult closely with your accountant to ensure that the books and records of the business or entity are accurate and up-to-date.

7.5 Conclusion

Setting up your business properly will help to increase your revenue and business profile exponentially. If you get this phase wrong, however, it can cost you thousands in extra fees, taxes and potential penalties down the road. Your decision as to whether you decide to simply expand to new premises, buy an existing business, franchise or license your product, will be influenced by your lifestyle goals, expectations and maturity of your business. To get through the Expansion phase, you will need detailed and specific advice from your accountants, lawyers, financial planners and other consultants, to ensure that the decisions you make fit in with your goals and plans for the future.

The decisions that you make for your business during this phase and the advice that you take will determine whether you can take your business to the next level. I have seen too many clients and business owners take short cuts during this phase, whether to reduce costs or to simply save time, with disastrous results that could have easily been avoided. By carrying out your due diligence, taking advice and making measured, considered decisions, you will find that you have a successful business and are ready to move on to the next phase of the Lifecycle: Estate Planning.



QUESTIONS TO ASK BEFORE YOU PROGRESS TO THE

NEXT PHASE:

1. If you want to, have you expanded, franchised or licensed your business?
2. Are all of your systems, processes and procedures in place?
3. Do you have a product that other business owners want to use?

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Conclusion

In business you are always learning new systems, procedures and methodologies. This book is all about educating you on the different aspects of your business and when legal processes and considerations should be implemented. The main reason that I wrote this book and developed the Business Legal Lifecycle was to share my experience as a business owner and a lawyer. We built our law firm on the principle of 'Solutions for a Better Life' and all of the work we do is geared towards that goal.

Understanding the Business Legal Lifecycle is not the end point for any business owner; it is the beginning of how to operate your business, how to grow your business, and how to prepare for your future. It is critical that you understand the different phases and times when different legal processes should be followed. It is also critical that you have a basic understanding of a number of legal concepts when in business. I hope that you have appreciated the explanations that I have given in this book and that it gives you, as a business owner, a greater understanding of the legal processes involved in operating a business.

I have used many examples and case studies in this book to illustrate how legal processes work and why they are important. You may find these examples similar to your own experiences or you may find that when you are faced with a similar situation, you can identify a potential problem and fix it before it becomes an issue. No two situations are ever exactly the same but you need to know when to take action at the appropriate time. This will prevent you from continually treading water or, worse yet, being swept away when problems occur.

It is important to remember that in business you will face tough times; that is the nature of business and it is entirely normal. It is *how* you deal with those problems that will determine how successful you are in the future. I also encourage you to read all you can and take in as much advice (but not 'barbecue advice'!) as you can in relation to operating your business. Do not implement everything you read and hear; consider your options and, if you are not sure of which way to go, it is probably best to take the course of a trusted advisor. Running a business is a rewarding endeavour and is something that I am very glad I have been able to participate in.

As you will have gathered from this book it is important that throughout the Business Legal Lifecycle you obtain advice from the right consultants at the right time.

Often lawyers or accountants will try to do too much, or they will not allow the other consultants to do their job. I have tried to also point out the various types of consultants that I recommend that business owners engage with at different times in their business.

I wish you the best of luck in your journey in business and through the Business Legal Lifecycle. If you have any questions, then please feel free to email me at lifecycle@jeremystreten.com.

“The Business Legal Lifecycle is one of those books every business owner should own. Written in plain English with practical advice, no matter where you are in your business journey there are gems of wisdom on every page.”

Adam Houlahan, Author & International Keynote Speaker

Whether you want to have a large company or a small, lifestyle business; you have to pay attention to the legal aspects – right from the start. If you don't take care of your legal obligations and plan for the inevitable problems that will surface, you will be exposing yourself to strain, stress, loss of business and potentially even bankruptcy.

The Business Legal Lifecycle is designed to guide and empower you with the knowledge you need to successfully navigate your business journey.

In this book you will learn:

- Why and when you need to pay attention to the legal aspects of your business;
- How to successfully start up your business;
- What you need to put in place to sell the business in the future;
- Whom you should consult with along your business journey; and
- What you should look at when your business is coming to an end.

Act now and get ready to build a successful business – today!



Jeremy Streten is a successful entrepreneur and lawyer. His passion is to help entrepreneurs and small to medium-sized business owners to succeed in their business so that they can live the life that they want to live. He has challenged and changed the way that many people look at lawyers. With a personal perspective from acting for thousands of businesses and their owners Jeremy often contradicts conventional wisdom.

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