

## **The Business Experts Bureau Great Business Idea - Tuesday 9th Nov 2010**

We often mistakenly think of machines and products within a business as generating cashflow. The truth of the matter is that it is the people in the business, with the knowledge and established client relationships, who predominantly generate cash flow.

Therefore if something happens to one of those key people who have vital client relationships then the income of that business can be severely strained which will in turn put strain on the business's ability to pay loans, interest and wages.

Putting key person insurance policies in place will protect the business in the event of death or trauma to one of your key people.

These policies will provide the business either continued income or a lump sum of money enabling the business to meet both its debt commitments and commitments to its staff.

Again it is essential to seek the appropriate professional advice to determine the most suitable key person insurance policies relevant to the type of business you have.

**Warwick Walker**  
*Business insurance Expert*