



John Brown, President, Business Enterprise Institute and Author

John started his career in Exit Planning 30-plus years ago as an estate planning attorney. He created The Seven Step Exit Planning Process™ and successfully tested it on hundreds of his own business-owner clients. In 1990 he wrote *How To Run Your Business So You Can Leave It In Style* and in 2008 wrote **Cash Out Move On: Get Top Dollar—and More—Selling Your Business**. With hundreds of thousands of copies sold, John is the #1 selling author on Exit Planning for business owners. 2016 gives way to John's latest release, *Exit Planning: The Definitive Guide* which lays out the steps business owners must take to achieve all of their aspirations as they exit their businesses.

In 1996 John started BEI for the express purpose of helping owners benefit from their lives' work by supporting business advisors who share the same vision. BEI has developed a host of tools and services to help Exit Planning advisors create and implement the best possible Exit Plans for successful owners including: marketing and engagement support, plan implementation software and support, continuing and advanced education, and networking opportunities with other advisors.