POST-EXIT OWNER'S CHECKLIST

Complete Action Framework for the First 90 Days After Your Sale

PURPOSE

You just closed. Your business is sold. The wire hit. Now what? This checklist keeps you from making expensive mistakes while building the foundation for your next chapter.

This is educational only—not individualized advice. See disclosures and ADV.

PHASE 1: STOP THE CLOCK (Days 1-30)

The Most Expensive Decisions Happen When You're Not Ready

☐ FINANCIAL FREEZE

- No major purchases (homes, cars, investments >$100k)
- No private deals, "friends and family" investments, or loans
- Redirect all inquiries to: "Let's revisit in 90 days"
- Park proceeds in existing custody accounts—no new accounts yet

☐ PSYCHOLOGICAL DECOMPRESSION

- Schedule 7-14 days of unstructured time (no agenda, no goals)
- Get 8+ hours sleep nightly—your nervous system is fried
- Exercise daily (even 20-minute walks count)
- Block two "no-money days" per week: zero financial decisions or spreadsheets

☐ PROTECT YOUR FOCUS

- Turn off all financial news notifications
- Mute investment group chats and founder Slacks
- Create auto-response for business inquiries: "On sabbatical until [date]"

PHASE 2: STRUCTURE THE SILENCE (Days 30-60)

Building Systems While You're Still Foggy

☐ ESTABLISH MONEY RHYTHMS

- Weekly 20-minute "money date" (solo or with spouse/partner)
- Review account activity and tax obligations only—no new commitments
- Start "decision parking lot" list: capture ideas, revisit quarterly

☐ DOCUMENT YOUR NEW REALITY

- Calculate post-sale monthly cash flow (salary replacement needed)
- Map all income sources: passive, consulting, investments
- Identify monthly burn rate: what does life actually cost?
- List every recurring payment and subscription—cancel 30%

☐ DAILY AWARENESS PRACTICE

- 5-minute journal: What feels urgent vs. what can wait?
- Track spending for 30 days (no judgment, just data)
- Notice patterns: Are you spending to feel something?

PHASE 3: INFRASTRUCTURE AUDIT (Days 60-90)

What Needs to Change Before You Can Build

☐ CASH FLOW SYSTEM

- Do you have a basic allocation structure? (living/investing/giving/reserves)
- Are you defaulting to inaction or reacting to every opportunity?
- What's your monthly rhythm for reviewing cash and investments?
- Decision: What gets allocated where—and why?

☐ TAX & ESTATE REALITY CHECK

- When was your last full review with CPA and estate attorney?
- Are current structures still appropriate for this wealth level?
- Do beneficiary designations reflect current reality?
- Is everything aligned with how you actually want wealth used?
- Have you stress-tested for worst-case tax scenarios?

☐ CYBERSECURITY LOCKDOWN

- Update all financial account passwords (use password manager)

- Set up 2FA on every financial account
- Establish wire verification protocol with spouse/partner
- Create emergency contact list for all advisors
- Review who has access to what accounts

☐ ADVISOR TEAM ALIGNMENT

- List every advisor: CPA, attorney, CFP, insurance agent, banker
- Document how each is compensated (AUM, hourly, commission, hybrid)
- Ask: Are they building forward with you or just managing existing assets?
- Have alignment conversation: "Here's what matters to me now..."
- Identify gaps: Who's missing from your team?

PHASE 4: RESET YOUR OPERATING SYSTEM (Days 60-90)

You Sold the Business. What Runs You Now?

☐ IDENTITY RECALIBRATION

- Read one book about transition or identity change (not business books)
- Ask: "What do I want this chapter to feel like?" before deciding what to fund
- Notice: What are you avoiding? What are you rushing toward?
- Journal: "I am no longer..." and "I am becoming..."

☐ RELATIONSHIP INVENTORY

- Who needs to know about the sale? Who doesn't?
- Which relationships were built around the business?
- Schedule check-ins with 3-5 people who knew you before you built this company
- Have "money conversation" with spouse/partner if not done yet

☐ DECISION FILTER SYSTEM

- What's your system for evaluating what's next?
- Are identity, money, and relationships in sync—or in conflict?
- What's guiding how you invest, build, give, or rest?
- Create personal "investment policy statement" for life, not just money

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PHASE 5: PLANNING CONVERSATIONS (Days 90+)

Now You're Ready to Build Forward

☐ ORIENTATION MEETINGS (No Decisions Yet)

- CPA: Tax projections, estimated payments, entity cleanup
- Estate attorney: Trust review, beneficiary updates, family planning
- Financial advisor: Portfolio assessment, cash flow modeling, risk review
- Frame every meeting: "This is orientation, not planning yet"

☐ STRATEGIC QUESTIONS TO ASK ADVISORS

- "How do you work with clients who've just had liquidity events?"
- "What mistakes do you see founders make in the first year?"
- "How will you help me filter opportunities vs. distractions?"
- "What does success look like for you in this relationship?"

☐ DEFINE SUCCESS METRICS

- What does financial security actually mean to you?
- What lifestyle do you want vs. what you think you should want?
- How much is "enough" to never worry about money again?
- What would make you regret this sale in 5 years?

RED FLAGS: STOP IMMEDIATELY IF...

⛔ Someone is pressuring you to decide "before this deal closes"

⛔ You're being sold an investment you don't fully understand

⛔ An advisor can't clearly explain how they're compensated

⛔ You feel rushed, confused, or talked down to

⛔ Your spouse/partner is being excluded from conversations

⛔ You're spending to avoid feeling what you're actually feeling

⛔ You're making decisions to prove something to someone

PERMISSION STATEMENTS

✓ You don't have to have everything figured out right now

✓ Doing nothing is often the highest-return decision for 90 days

✓ It's okay to feel lost after selling something that defined you

✓ You're allowed to change your mind about what you want

✓ Taking time to think doesn't mean you're wasting opportunity

✓ Your identity is not your net worth

SHARE WITH YOUR ADVISOR

If you work with financial, legal, or tax advisors, share this checklist. It signals:

• You're intentionally decompressing, not avoiding

• You understand the phases of post-exit transition

• You're ready for structured planning after you've reset

This helps them serve you better and eliminates the pressure to "do something" before you're ready.

For business owners who've sold companies worth $10M-$100M
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