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MassMutual agent earns professional designation in family business planning
Brett Bauch shows commitment to business owners and their planning needs through continuing professional education.

Madison, WI, February 19, 2014 – Brett Bauch, MBA, CFP, ChSNC, CFBS, a financial services representative of MassMutual Wisconsin in Madison, a Massachusetts Mutual Life Insurance Company's (MassMutual) general agency, has earned the Certified Family Business Specialist (CFBS) designation. The additional training will help Bauch identify the needs of Dane County's growing number of family-run businesses with whom they work. The latest research shows that there are 24.2 million family businesses in the U.S., accounting for 89% of the business tax returns. 82 million people (62% of the workforce) are employed by family enterprises. (Poutziouris, Panikkos, "Handbook of Research on Family Business," 2006).

The CFBS program educates students to help:

- Understand the emotional issues confronted by business owners contemplating a transition of their business
- Identify financial issues regarding succession planning
- Recognize tax considerations regarding transitioning the business

This achievement places him in an elite class of financial services professionals who provide services to family-owned businesses regarding succession planning, family business dynamics and financial service products specifically tailored to the needs of family business owners. Bauch has earned this designation, offered solely for MassMutual career agents, through a rigorous educational program at The American College in Bryn Mawr, PA.

"I'm pleased to have completed this course with a greater understanding of the financial needs of family business owners," said Brett Bauch, MBA, CFP, ChSNC, CFBS. "It is very satisfying to know that I have the ability to educate my clients on the importance of business succession and retirement planning and guide them towards achieving their goals. The designation is regarded as a significant professional milestone, reflecting a commitment to business owners and their financial needs through continuing professional education.

Small businesses employ about half of U.S. workers. Of the approximately 27.5 million businesses in the United States, small companies (those having 500 or fewer employees):

- Represent more than 99.7% of all employers
- Have generated 65 percent of net new jobs over the past 17 years.
- Pay nearly 43% of total U.S. private payroll

- Create more than half on nonfarm gross domestic product (GDP)

(Small Business Administration Office of Advocacy January 2011)

Bauch holds a bachelor's and master's degree from the University of Wisconsin-Madison. Bauch and his wife reside in Middleton, Wisconsin, and have two children.

About MassMutual

Founded in 1851, MassMutual is a leading mutual [life insurance company](#) that is run for the benefit of its members and participating policyholders. The company has a long history of [financial strength](#) and strong performance, and although dividends are not guaranteed, MassMutual has paid dividends to eligible participating policyholders consistently since the 1860s. With [whole life insurance](#) as its foundation, MassMutual provides products to help meet the financial needs of clients, such as [life insurance](#), [disability income insurance](#), [long term care insurance](#), [retirement/401\(k\) plan services](#), and [annuities](#). In addition, the company's strong and growing network of financial professionals helps clients make good financial decisions for the long-term.

MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. MassMutual is headquartered in Springfield, Massachusetts and its major affiliates include: Babson Capital Management LLC; Baring Asset Management Limited; Cornerstone Real Estate Advisers LLC; The First Mercantile Trust Company; MassMutual International LLC; MML Investors Services, LLC, Member [FINRA](#) and [SIPC](#); OppenheimerFunds, Inc.; and The MassMutual Trust Company, FSB.

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