

# Stand out in the business market.

Solutions, expertise, and service – all in one place.

Whether you're just starting out in the business market, or you've got long-standing client relationships, we can help you prospect and approach new clients, as well as expand opportunities with current clients.

Principal® makes it easy by providing complete solutions, access to expertise, and ongoing administrative service—so you and your clients are well taken care of **before, during, and after the sale.**

## Solutions for your client's needs

Your client's needs are as unique as their business and their life. That's why we offer over 30 solutions, and more than 15 life and disability insurance products to fund them. You'll have everything you need to help protect your client's financial future, their business, and their employees.

### Protect the business and its owners

Help clients feel confident and secure by providing solutions to help protect the business and its owners, now—and in the future.

- Buy-sell and business transfer strategies
- Key employee retention solutions
- Tailored retirement plans for key employees and owners
- Key person protection
- Legacy and estate planning solutions
- Individual life and disability insurance

Almost **4 of 10** owners aren't protecting their business with **key person life insurance**.<sup>1</sup>



And **over half** don't have **key person disability insurance**.<sup>1</sup>

### Implement benefits for key employees

Whether you're working with a large, established corporation or an up-and-coming small business, (or anything in between), we'll work with you to design solutions that help the business recruit, retain, restore benefits, reward, and retire their best employees.

- Bonus plans
- Deferred compensation plans
- Split dollar plans
- Benefit restoration plans

**42%** of owners say their benefits package helps **attract and retain** key employees.<sup>1</sup>

**55%** want to offer **more benefits** to key employees.<sup>1</sup>



### Complete underwriting quickly & with less hassle

You'll have direct access to underwriters, and our team approach gives you specialized large-case and business-case expertise to speed up the process.

- Multi-Life Business Underwriting Program, including Guaranteed Issue Term
- Business Solutions Enhanced Underwriting
- Principal Accelerated Underwriting<sup>SM</sup>
- Streamlined underwriting (disability insurance)
- Principal Risk Upgrade Program



Save time with **combo Part B** when applying for life and disability insurance.<sup>2</sup>

<sup>1</sup> Principal Business Owner Insights survey based on 1,000 online interviews conducted in January 2023 by Dynata.

<sup>2</sup> Not approved in all states.

## Expertise throughout the sales process

You don't have to know everything about every solution. We have expertise for that, and you have direct access to it throughout the sales process.

➔ **Before the sale.** Identify and provide solutions for your clients by leveraging our sales support, approach strategies, and resources.

- Complimentary Informal Business Valuation and Buy-Sell Review services help open cases and identify sales opportunities.
- Specialized team of business solutions wholesalers to help tailor a strategy to your client's needs.
- Advanced Solutions team of CPAs, attorneys, and case design specialists provide design assistance and consultation.

➔ **During the sale.** Lean on our experienced teams to help your client with everything from key employee benefits and business succession strategies, to income protection, owner retirement readiness, and estate

planning. This means you're free to focus on building relationships and making the sale.

- Specialized wholesalers are available for point-of-sale support.
- Our Advanced Solutions and wholesaling teams are available for calls with you, the client, and their attorney or CPA.
- Streamlined implementation process for Guaranteed Issue Term and Guaranteed Standard Issue disability cases.
- Business Market Administration works with Advanced Solutions and your wholesaler to help make sure there's a seamless transition from plan design and funding, to implementation and ongoing administration.

➔ **After the sale.** Make implementation and ongoing support easy for you and your business clients with value added assistance from our in-house plan administrative services.

## Plan services after the sale to keep clients coming back

We provide ongoing, comprehensive support for you and your clients throughout the life of the plan. This not only makes your job easier, but it also makes your clients' lives easier. And that means they'll come back to you when they need additional solutions.

- Participant and employer online access to plan information.
- Plan reviews to help make sure plan stays on track to meet your client's objectives.
- Economic benefit reporting and Internal Revenue Code 101(j) information.
- Most plans administered at no charge.<sup>1</sup>

<sup>1</sup> Administrative services for deferred compensation plans with asset/liability tracking and reporting, are available for fee.

<sup>2</sup> As of March 31, 2023.

We provide administrative services to more than **24,000 business plans** with **\$11,077** average premium per plan.<sup>2</sup>

 Let's connect

Call the National Sales Desk 800-654-4278 or Business Solutions hotline 833-803-8345. Visit [principal.com/businesslife](https://principal.com/businesslife).

### principal.com

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