



Business solutions

Research reveals opportunities for you and your clients.



Now more than ever, business owners are looking for solutions to help them protect their business, reward and retain their employees, and protect their lifestyle.

In the 2024 Principal Business Owner Insights survey,¹ we found that although business protection remains the No. 1 priority for business owners, only roughly half of these businesses have a plan in place. Simple solutions like key person insurance, or implementing and funding a buy-sell agreement, could be an answer.

Seven in 10 business owners also said offering benefits helps them recruit and retain qualified employees. And, nearly half say they want to offer more benefits. You can help your business clients recruit and keep their top talent by offering key employee benefits.

You uncover the opportunity—we'll provide the support.

Are some of these solutions outside of your comfort zone? No problem. Whether you're just starting out in the business market, or have long-standing business client relationships, we can help. You can lean on your Principal® wholesalers and our "back office" support team that includes CPAs, attorneys, and case design specialists to help ensure your business clients will be taken care of every step of the way.

Simple solutions can have a valuable impact.

Help them protect their business:

- Offer complimentary informal business valuation and buy-sell review services.
- Discuss buy-sell and business transfer strategies.
- Provide key person protection (funded with life and disability insurance).

Offer more benefits to help recruit, reward, and retain their key employees:

- Bonus plans (funded with life and disability insurance)
- Deferred compensation plans
- Split dollar plans
- Benefit restoration plans (funded with life and disability insurance)

Suggest solutions to help them protect their lifestyle:

- Legacy and estate planning
- Personal life and disability insurance

Leverage the support of a leader in the business market.

Your clients deserve the best—that’s why they work with you. Now you can offer them additional services and solutions, while knowing you have the support you need from an industry leader.

Get started today—open more doors with a few key questions.

Asking a few key questions of your business owner clients can unlock opportunities!

Help them protect their business.

- Q** | Is your business protected with a current and well-funded buy-sell agreement?
- A** | You, your family, and other owners need protection for both planned and unplanned events. Even though succession planning topped out as the No. 4 priority in the 2024 Principal Business Owner Insights survey,¹ six in 10 of the business owners surveyed don’t have a plan in place.
- Q** | Do you have a strategy in place to protect your business from the loss of a key employee?
- A** | Business owners have chosen business protection as their No.1 priority in every Principal Business Owner Insights survey since 2010.¹ Key person insurance can help protect you and your business should a key employee become disabled or die.

Offer more benefits to help retain their key employees.

- Q** | Do your key employees value the benefits you offer? Should you review these plans?
- A** | In a competitive labor market, implementing or enhancing your key employee benefits could be important.

Suggest solutions to help them protect their lifestyle.

- Q** | Is your group life and disability coverage enough to protect you and your key employees?
- A** | Supplemental life and disability insurance can help you and your key employees prepare for the unexpected. Carve-out and bonus plans, funded with life and/or disability insurance, could help protect your lifestyle.

¹ The 2024 Principal Business Owner Insights survey is based on 1,020 online interviews conducted in January 2024 by Dynata.

 Let’s connect

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