[Date]

[Client First Name, Client Last Name]

[Address1]

[Address 2]

[City, State Zip]

Re: Protecting your business against the unexpected

Dear [Client First Name],

As small business owners, you and your partner[s] are proud of what you’ve built in the community—and the revenue it generates is important to you and your employees. It’s an asset worth protecting now while you’re healthy.

A buy-sell agreement—funded with **Disability Buy-Out insurance** from Principal®—helps provide the funds needed to purchase a totally disabled business owner’s interest—and helps protect your business for the future.

Let’s talk more about this important coverage. I’ll call you soon to answer any questions and go over your options, but feel free to call me in the meantime at number.

Sincerely,

[Producer First Name, Producer Last Name]

[Producer Titles]

Insurance products and plan administrative services provided through Principal Life Insurance Company®, a member of the Principal Financial Group®, Des Moines, IA 50392.

This is an overview of the benefits of disability insurance, but there are limitations and exclusions. For costs and coverage details, contact me. This letter is not approved for use in New Mexico. Oregon Policy Form: HH794 OR.

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