

# Could you benefit from our business planning services?

Requesting complimentary services from Principal® can be that first simple step to helping you secure your financial future. Not sure if taking this step is right for you? Take a couple minutes to answer these questions.

## Ready to request services?

You need to know informal business valuations are not available for the following:

- Farms/ranches
- Real estate holding companies
- Businesses with commission as the primary revenue
- Small real estate agencies
- Rental properties, such as B&Bs and hotels
- Companies engaging in criminal activity
- Companies with gross revenue less than \$500,000
- Businesses in the process of being sold

Gather the information below and submit this completed form along with your most recent **three full years of tax returns** and/or your **buy-sell agreement** (or any other document that includes buy-sell provisions).

- 1a. Business name: \_\_\_\_\_
- 1b. Where is your business headquartered? (State) \_\_\_\_\_
- 1c. Owner(s): Name Age/DOB Ownership %
- #1 \_\_\_\_\_
- #2 \_\_\_\_\_
- #3 \_\_\_\_\_
- #4 \_\_\_\_\_
- 1d. Children of owners: \_\_\_\_\_
- Number in business: \_\_\_\_\_
- Outside of business: \_\_\_\_\_
2. Total number of employees:  0-10  11-50
- 51-100  101-200  201-1,000  1,001+
3. When do you intend to sell/transfer your business?
- In the next year or two years  Within 2-5 years;
- In 5 - 10 years;  More than 10 years from now
- 4a. To whom do you intend to transfer the business?
- Third party  Co-owner
- Key employee  Family
- 4b. If transferring to family, do you intend to transfer by:
- Sale  Gift
- Inheritance  Unsure
- 4c. Do you have a buy-sell agreement?  Yes  No
- If yes, please provide a copy of the agreement if you would like a complimentary review.**

**Financial professional and proposal delivery information**

Proposals will NOT be provided without an indication of a valid Principal agency, or BGA office number, and/or bank/wire relationship.

5. Principal agency/BGA office name and number: \_\_\_\_\_

6. Principal wholesaler \_\_\_\_\_

7. Financial professional: Name and designations: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

8. Should anyone else (financial professional or BGA) receive this proposal?

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

## Submit your request

Financial professionals must submit form via email to [newrfps@exchange.principal.com](mailto:newrfps@exchange.principal.com) or fax to 866-946-3209. From receipt of completed RFP and all necessary documents, please allow 5-7 business days for Informal Business Valuations and up to 15 days for Buy-Sell Reviews. **Questions** can be sent to [newrfps@principal.com](mailto:newrfps@principal.com) or call **833-803-8345**.

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0001, principal.com.

The subject matter in this communication is provided with the understanding that Principal® is not rendering legal, accounting, or tax advice. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements. This material is not investment advice or any product of an investment advisory arrangement with Principal Securities, Inc. or any of its affiliates.

Insurance products from Principal are issued by Principal National Life Insurance Company (except in New York) and Principal Life Insurance Company. Plan administrative services offered by Principal Life.

**Not FDIC or NCUA insured**

**May lose value • Not a deposit • No bank or credit union guarantee  
Not insured by any Federal government agency**

Principal®, Principal Financial Group®, and the Principal logo design are registered trademarks of Principal Financial Services, Inc., a Principal financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.