

Insurance solutions for businesses

# Stand out in the business market

Solutions, expertise and service, all in one place.



# Strengthen relationships and be there for your clients

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 every step of the way.



# Here's how we help you do it



### Solutions

No matter what your clients need, we can help with our many business solutions and products. We provide unique and flexible plan designs and timesaving underwriting programs to keep things simple and streamlined.



### Expertise

Being able to access business, legal and tax expertise at every step gives you complete confidence in the solutions you provide. And, as your clients' needs change, or tax laws change, expertise is always available so you can continue to guide clients throughout the life of their plan.



### Service

Once you've put a solution in place, our comprehensive plan services help your clients continuously, generating more sales opportunities for you and reducing hassles for them.

# Solutions for your clients' needs, all in one place

Clients' needs are as unique as their businesses and their lives. So a one-size-fits-all solution will not fit most. That's why we offer several lines of products and solutions. You'll have everything you need to help protect the financial future of your clients' businesses, their employees and their lifestyles.

## **Protect the business and its owners**

Help clients feel confident and secure by providing solutions that protect the business and its owners, now and in the future. Together, we can offer your clients:

- Buy-sell and business transfer strategies
- Key employee retention and retirement solutions
- Key person protection (life and disability)
- Legacy and estate planning
- Personal life and disability insurance

## **Implement benefits for 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 will help the business recruit, retain, reward and retire hardworking employees.

- Bonus plans
- Deferred compensation plans
- Split dollar plans

## **Fund solutions with the right products**

When you're ready to recommend a product to fund your client's plan, we can help with that, too. Choose from numerous product solutions designed to meet funding and protection needs to complete the package, including:

- Life insurance
- Disability insurance

In certain situations, other products like annuities or mutual funds may be suitable.

## Complete underwriting quickly & with less hassle

You'll have access to our innovative Principal® Life Online process, plus direct access to an underwriter to make the underwriting and issue process automated and faster. And, our team approach gives you specialized large-case and business-case expertise.

- Multi-Life Business Underwriting Program
- Principal Accelerated Underwriting<sup>SM1</sup>
- Simplified underwriting (disability insurance)
- Automatic Standard Approval Program

# Expertise throughout the sales process

## You don't have to know everything about every solution. We have experts for that.

And you have direct access to them throughout the sales process. This includes a team that provides case design and consultation for business and estate solutions. In addition, specialized wholesalers are available to help you with everything from key employee retention and retirement plans to business transfer strategies and personal life and disability insurance. So you're free to focus on building relationships and making the sale.



<sup>1</sup> Accelerated Underwriting is an expedited program offered by Principal Life Insurance Company that eliminates paramed exams and lab tests for 45-55% of applicants who qualify. To monitor quality and ensure solid mortality results, a small, random sample of applicants who qualify for accelerated underwriting will go through full, traditional underwriting.

# Plan services after the sale to keep clients coming back

When the sale is done, our support continues. In fact, we provide ongoing, comprehensive support for you and your clients throughout the life of the plan. That not only makes your job easier, it makes your clients' lives easier. And that means that they'll come back to you when they need additional solutions.

**Supporting you every step of the way.**





## Leverage the support of a leader in the business market

We understand the unique financial needs of businesses because we work with them every day. Our solutions can help protect their businesses, and the financial futures of their employees and themselves. This is done with consultative services, comprehensive solutions and products, and robust administrative services designed specifically for businesses.

### **Our experience and commitment set us apart.**

- A leader in the business market and a top 20 life insurance provider.<sup>2</sup>
- No. 1 provider of nonqualified deferred compensation plans.<sup>3</sup>
- Complimentary business market administrative services<sup>4</sup> for more than 30 unique program designs and over 20,000 customers.
- Consultation with thousands of business owners each year on the value of their businesses and the adequacy of their buy-sell agreements, enabling us to share insights on effective business planning strategies.

<sup>2</sup> Based on 2017 LIMRA data on total life new sales premium, February 2018.

<sup>3</sup> Based on total number of Section 409A, *PLANSPONSOR* 2018 NQDC Recordkeeping Survey, June 2018.

<sup>4</sup> Administrative services for select deferred compensation plan asset/liability tracking and reporting available for a fee.

# Discover how easy it is to succeed in the business market with us!

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Let's connect

Call the Business and Advanced Solutions hotline at 833-803-8345.  
Or visit us at [advisors.principal.com](https://advisors.principal.com) today.



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