

Narrow down your options.

For C corporations

Retaining your key employees and helping them plan for retirement is just good business. But, how do you know which type of plan is right for you and your organization? We can help you figure that out.

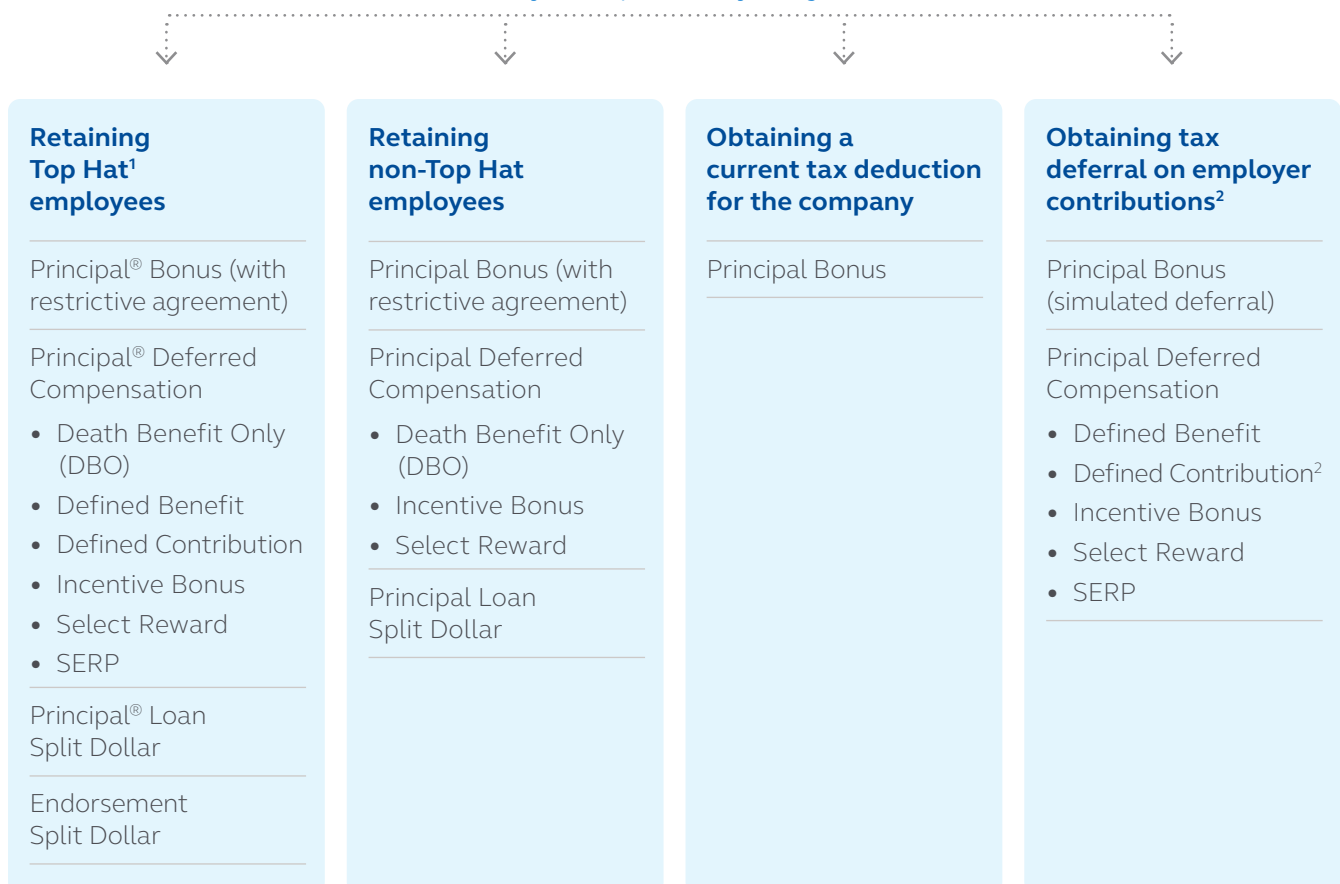
Which objectives are most important to you?

As you think about that, keep in mind any existing plans and pain points related to them:

- Business succession plans
- Plan complexity
- Benefit costs
- Retaining employees
- Income taxes
- Impact to cash flow

Now, determine your primary objective, select the key employees to include, then consider the potential solutions.

What's your primary objective?



¹ Top Hat employees are defined by the Department of Labor as a select group of management or highly compensated employees.

² Principal Deferred Compensation - Defined Contribution also allows for salary deferral.

Once you’ve honed in on a solution that may be right for you, it’s time to start thinking about the details. How will you finance the plan? How will you administer it? Principal can help you with that, too.

Financing that helps meet your needs

Life insurance can be a great way to finance a key employee benefit plan. It can offer tax advantages and income potential for both you and your key employees. Working with Principal gives you access to quality life insurance products designed specifically for business solutions. And you may benefit from our simple, time-saving underwriting process.

Administrative services that help make your life easier

You don’t have to take care of the ongoing management of your plan all by yourself. We provide dedicated, ongoing support for most employer-owned and employer-sponsored plans. And we’ll be here not just today, but throughout the life of your plan.

Teams of dedicated administrators are here to assist you. From implementation to plan-level reporting and ongoing policy and plan administration, you’ll benefit from our support and online services.

 [Learn more](#)

Contact your financial professional today. Visit principal.com.



principal.com

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392

Insurance products issued by Principal National Life Insurance Company (except in NY), Principal Life Insurance Company®, and the companies available through the Preferred Product Network, Inc. Plan administrative services provided through Principal Life Insurance Company®. Securities offered through Principal Securities, Inc., member SIPC, and/or independent broker/dealers. Referenced companies are members of the Principal Financial Group®, Des Moines, IA 50392.

The subject matter in this communication is educational only and provided with the understanding that Principal® is not rendering legal, accounting, investment, or tax advice. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, investment, or accounting obligations and requirements.

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 Principal and the logomark 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.