



SALES IDEA

Principal® Term and Principal Universal Life Flex IIISM



Deliver a cost-effective solution with flex appeal.

Principal Term insurance provides clients with temporary protection at a cost-effective rate. The downside? It lacks flexibility for life's "what-ifs"—such as a health change that leads to increased expenses or an emergency need for cash.

Fortunately, there's a simple solution: Add Principal Universal Life Flex III (UL Flex III) to Term coverage. This combination is:

FLEXIBLE

It can adapt to your clients' changing needs:

- Attractive conversion privileges allow clients to convert some or all of the Term to the UL Flex III policy.
- A Chronic Illness Rider helps cover unexpected health expenses, which is added to all qualifying UL Flex III policies at no cost.
- Access to cash value helps meet emergency needs or provide an exit strategy if coverage is no longer needed.

FAST

Clients at Standard or better can get coverage with Principal Accelerated Underwriting^{SM,*}

EASY

Use a single application for both policies as long as the insured and owner match on both policies.

COST-EFFECTIVE

You might be surprised that the net cost for a Term and UL Flex III combo may be less than for a Term policy with the same total face amount.

* The insured must qualify for the underwriting class without any special underwriting program or reinsurance when using the Accelerated Underwriting program. Accelerated Underwriting is an expedited underwriting program offered by Principal Life Insurance Company®. Applicants may qualify based on age, product, face amount, and personal history.

See the combo in action.

These examples show the potential cost savings of combining Term and UL Flex III policies.

		\$1 MILLION OF PROTECTION	
		30-Yr. Term (\$1 million face amount)	30-Yr. Term (\$900,000 face amount) + UL Flex III (\$100,000 face amount)
Age 50 male	30-yr. cumulative premium	\$100,199	\$137,865
	Less yr. 30 cash value	\$0	\$40,799
	Net cost	\$100,199	\$97,066

This is a hypothetical example used strictly for illustrative purposes. This example assumes a male, age 50, Preferred Non-Tobacco in all scenarios, with the following policy details:

- 30-Year Term, \$3,340 annual premium for \$1 million face amount and \$3,261 annual premium for \$900,000 face amount
- UL Flex III, \$100,000 face amount, DBO 1, \$1,334 annual premium paid to age 100

This solution offers more than
**\$3,100 net cost savings vs.
Term-only option.**

A Term/UL Flex III combo can offer savings at death benefit amounts above \$1 million, too.

		\$1.5 MILLION OF PROTECTION	
		30-Yr. Term (\$1.5 million face amount)	30-Yr. Term (\$1,250,000 face amount) + UL Flex III (\$250,000 face amount)
Age 50 male	30-yr. cumulative premium	\$153,673	\$219,611
	Less yr. 30 cash value	\$0	\$96,797
	Net cost	\$153,673	\$122,814

This is a hypothetical example used strictly for illustrative purposes. Premiums are rounded to the nearest dollar. This example assumes a male, age 50, Preferred Non-Tobacco in all scenarios, with the following policy details:

- 30-Year Term, \$5,122 annual premium for \$1.5 million face amount and \$4,281 annual premium for \$1,250,000 face amount
- UL Flex III, \$250,000 face amount, DBO 1, \$3,039 annual premium paid to age 100

Ideal prospects

This solution may be appropriate for those who are:

- In need of coverage for family or business
- Age 30-55
- Healthy

Sound like some of your clients? Reach out to them today.

Call the National Sales Desk at 800-654-4278.
Visit us at **advisors.principal.com**.

advisors.principal.com

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