

Recover from the unexpected loss of top talent

Oftentimes, the most valuable assets of any business are the key people who contribute most to its success. They generate revenue, handle major responsibilities and have a unique wealth of knowledge that seems irreplaceable.

Have you considered the amount of time and money it would take to replace your top talent? If their loss would create a financial burden that puts the business at risk, a key person insurance policy is a simple and efficient solution.

Here's how it works

Your business is the owner and beneficiary of a life insurance policy for each key employee chosen, which can include business owners. If the unexpected does happen, the business receives cash, generally income tax-free, to help overcome the financial burden of the loss.



Advantages

Immediate cash – So you don't have to worry about how you will pay for the loss and replacement of a key employee.

Cost efficiency – Low-cost term or permanent policies may provide significant death benefits.

Cash value potential with permanent policy option – Potential cash values can remain an asset on your balance sheet or be used for other expenses, such as a key employee benefit program.

Considerations

What is right for you – There are several insurance and funding options. Carefully decide what is best for your business.

Effect on your assets – Understand how significant life insurance policy holdings will affect your capital and liquidity.

Employee retention – If keeping your key employees is a concern, consider a retention bonus plan that allows you flexibility as well as funding to protect your most valued employees under multiple scenarios.

Key person insurance gives you peace of mind and confidence that your business will have the funds necessary to recover from the loss of top talent.

 [Learn more](#) | Contact your financial professional today.



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