

# Add value to your business

Plans to help tax-exempt organizations recruit, reward, retain and retire top talent



How does your key employee benefits package stack up? When determining employment strategy, an important consideration for key employees is an employer's comprehensive benefit package.

An important business strategy for you may be to use key employee benefits to help ensure you have engaged and loyal employees to help drive the success of your organization.

## The right benefits can make all the difference

Retaining your key employees and helping them plan for retirement is just good business. Specifically, these plans can help you:



Recruit

Attract top talent as part of a competitive benefits package.



Reward

Provide performance-based contributions to achieve organizational goals.



Retain

Encourage loyalty by helping to secure financial futures.



Retire

Offer additional savings and long-term income diversification options.

## Solutions that can help

Key employee benefit solutions from Principal® can help you offer key employees the benefits they deserve.

**Principal® Bonus (Tax Exempt)** — an incentive plan that offers key employees multiple benefits. Plus, it's easy to administer.

**Principal® Loan Split Dollar** — a plan that uses a loan to allow key employees and the employer to share the costs and benefits of the plan.

**Principal® Deferred Compensation - Select Reward (Tax Exempt)** — a plan that provides a lump-sum benefit at the end of a pre-determined service period, which encourages key employees to stay with you for the long term.

**Principal® Deferred Compensation - 457(b) and 457(f) plans** — a defined contribution or defined benefit plan that offers pre-tax deferral of participant compensation and/or employer contributions, depending on plan type and plan design.

## Solutions that can help

Key employee benefit solutions from Principal® can help you offer key employees the benefits they deserve. Consider which type of plan best fits your objectives.

Considerations	Nonqualified deferred compensation plans				
	Bonus – Tax Exempt	Loan Split Dollar	Select Reward – Tax Exempt (a type of 457(f) plan)	457(b)	457(f)
Golden handcuffs	Yes, but limited	Yes	Yes	Yes	Yes
Immediate taxation to employee	Yes, but “gross up” available <sup>1</sup>	Yes, but low until termination <sup>2</sup>	Yes, but low until termination <sup>3</sup>	No, deferred until payout <sup>4</sup>	No, if certain requirements are met
Cost recovery for organization	No	Yes	Yes <sup>5</sup>	Yes <sup>6</sup>	Yes <sup>6</sup>
Administrative support	Yes	Yes	Yes	Yes	Yes
Cost for administrative services	No	No	No	Yes	Yes
Supplemental retirement income for key employees	Yes	Yes	Yes	Yes	Yes
Employer contributions	Yes	Yes	Yes	Yes	Yes
Employee contributions	Yes	No	No	Yes	Yes <sup>7</sup>

<sup>1</sup> Employer may bonus some or all of the tax costs to the participant to simulate a pre-tax deferral.

<sup>2</sup> Employee must pay tax on imputed interest.

<sup>3</sup> If the arrangement includes an endorsement split dollar feature, the employee must pay economic benefit cost on the amount of death benefit endorsed to him or her.

<sup>4</sup> Employee is taxed only when the benefit is distributed.

<sup>5</sup> A portion of the death benefit may be endorsed back to employer as a cost recovery tool.

<sup>6</sup> Cost recovery may be available if life insurance is used to informally finance the plan.

<sup>7</sup> Optional but with considerations for the employee and additional expenses for the employer.

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