

# Weigh your options

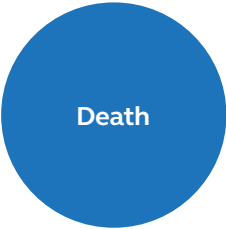

## Protect your business from the loss of top talent

Losing a valuable member of your team can be expensive and negatively impact the value of your business. Your key employees' contributions are difficult to measure, but more wide-spread than you might think. Finding a replacement can create a financial burden that puts the business at risk. The right planning can give you the cost-effective liquidity you need to retain or replace a key employee.

### Where do you start?

First, think about who your key employees are. Consider all areas of your company – operations, relationship management, customer service and sales. Do you want to protect your business from their death, disability or departure? Maybe it's all three. Keep in mind that a departure could be planned – like retirement. Or, unplanned – like going to a competitor.

Then, working with you and your financial professional, Principal® can help you identify solutions that meet your needs and consider how to finance a solution. Which **event** concerns you most?

	Solutions	Funding options and considerations
	Key person insurance	<ul style="list-style-type: none"><li>• <b>Life insurance</b> provides immediate benefit when the person dies</li><li>• <b>Cash flows</b> can fluctuate greatly</li><li>• <b>Sinking funds</b> need time to accumulate</li></ul>
	Key person replacement insurance	<ul style="list-style-type: none"><li>• <b>Key person replacement insurance</b> provides immediate benefit at disability</li><li>• <b>Cash flows</b> can fluctuate greatly</li><li>• <b>Sinking funds</b> need time to accumulate</li></ul>
	<ul style="list-style-type: none"><li>• Bonus plans</li><li>• Deferred compensation plans</li></ul>	<ul style="list-style-type: none"><li>• <b>Life insurance</b> cash values may allow tax-advantaged access</li><li>• <b>Cash flows</b> can fluctuate greatly</li><li>• <b>Sinking funds</b> need time to accumulate</li></ul>

## How do you assess your needs?

Knowing exactly how much protection you may need or what solution might be most effective can be tough to figure out. That's why Principal offers calculators and customized planning reports to help.

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

## Financing that meets your needs

Life insurance can be a great way to finance business protection solutions. It can offer tax advantages, and income potential for both you and your key employees. Working with Principal gives you access to top-notch products – both life and disability insurance – designed specifically for business solutions. And you'll also benefit from our simpler, time-saving underwriting process.

## Administrative services that 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 your employer-owned and employer-sponsored plans funded with life insurance. And we'll be here not just today, but throughout the life of your plan.

Teams of dedicated plan service 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.

**Get started today.** Work with your financial professional to calculate the value of your key employees and request your customized planning reports.



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