

Summary | Nonqualified defined benefit plan

Keep your company strong by enticing your top employees to stay

An additional reward for them brings loyalty and stability to you



Finding the right top employees to help you run your business is important – but keeping them for the long term is a priority. Their leadership and expertise are valuable to you, so how can you keep them loyal by offering something of value to them?

A nonqualified defined benefit plan, a type of deferred compensation plan, is an employer-sponsored reward – a smart solution for you and your key employees. It provides an additional incentive that helps your key employees prepare for retirement, while giving you a leg up in recruiting and retaining them for the long term.

Here's how it works



This deferred comp plan is a type of retirement vehicle you provide to the key employees you select with a specific pre-determined benefit in mind. And you promise to pay that money to them at a future date.

How you informally finance your plan can help you do just that – whether with corporate-owned life insurance or taxable investments, or company cash flow.

“This is a huge benefit to me that would be very difficult to walk away from.”

– Mike F., plan participant for 8 years

What you need to know

There are many advantages to this plan, just as there are some things to consider.



For your organization

Increase morale – Top employees value this benefit, and it helps them remain loyal and motivated.

Leverage incentives – Design benefit structure to recruit, retain or reward select key employees.

Receive tax deduction – The money that accumulates to finance the plan remains an asset on the balance sheet until benefits are paid, and the company receives a tax deduction.¹

Invest in the employee – The company takes an investment risk by promising to pay a defined benefit to the key employee.

Pay service fees/charge – There are fees for plan administrative services, and there could be a charge to earnings on assets purchased to finance the plan.



For your key employees

Decide when – Enjoy the flexibility to choose when benefits are paid.

Receive employer bonus – The employer pays the entire benefit — the key employee isn't required to make any contribution, so there's no investment risk to the employee.

Limited protection – This plan is unfunded and doesn't provide the same protection as a 401(k) plan.

Potential penalties – If the company doesn't comply with IRS rules, participants could face taxes and penalties.

Help your key employees save additional dollars for the future with a deferred comp plan from Principal®. It's a great way to tie them to your business, while keeping it strong and successful.



[Learn more.](#)

Contact your financial professional today.

¹ For taxable corporations.

² Contributions to the plan are subject to FICA when benefits vest. Plan participant deferrals may not be deductible in all states. Distributions are taxable to participants upon receipt.

Mike F. is not affiliated with or paid by any company of the Principal Financial Group®, and the views he expresses are his own.

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0001, principal.com

Before investing, carefully consider the investment option objectives, risks, charges and expenses. Contact a financial professional for a prospectus or, if available, a summary prospectus containing this and other information. Please read it carefully before investing.

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

Insurance products issued by Principal National Life Insurance Co. (except in NY) and Principal Life Insurance Co. Plan administrative services offered by Principal Life. Principal Funds, Inc. is distributed by Principal Funds Distributor, Inc. Securities offered through Principal Securities, Inc., 800-247-1737, Member SIPC and/or independent broker/dealers. Principal National, Principal Life, Principal Funds Distributor, Inc., and Principal Securities are members of the Principal Financial Group®, Des Moines, IA 50392.

Principal, Principal and symbol design and Principal Financial Group are trademarks and service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

Not FDIC or NCUA insured

**May lose value • Not a deposit • No bank or credit union guarantee
Not insured by any Federal government agency**