





# Earn more and do more with our TPA solutions



## You've got help

With our resources and support you can:

-  Increase sales and revenue
-  Show your value and expertise
-  Boost efficiency
-  Stand out from your competition

## Your core business is our core business

Retirement is the heart of your business. Ours, too.

In fact, we've been in the retirement industry for 75 years. A big part of our assets under management (AUM) — over 96% — comes from our retirement operations.<sup>1</sup>

TPAs like you make a difference to us.



**You're (really) important to us:**

Thanks to you, we've experienced 6x more growth in TPA plan sales<sup>2</sup>



**You've got a voice:** Representing TPAs

like you, our TPA advisory council shares feedback that helps us deliver the services and solutions you need

**So we'll use this experience to help you, your clients and their participants succeed.**

<sup>1</sup> As of June 30, 2016.

<sup>2</sup> In the last 8 years, as of December 31, 2015.

## Wow your clients

You can deliver:

- **Robust services for clients of all sizes** — from start-ups to \$1 billion+ in assets
- **One-stop shopping** for all plan types
- **Full, but flexible, administrative support**
- **Participant education and resources** that make a real difference
- **Local service in 50 cities** across the country
- **An impressive array of investments**
- **A rigorous due diligence process**

**And it's all backed by our service warranty. In writing.\***

### You've got a team by your side:

**TPA relationship managers  
(for Platinum TPAs):**

your go-to contact for focused attention and technical support  
.....

**TPA relations coordinators:**

dedicated support for your everyday service needs  
.....

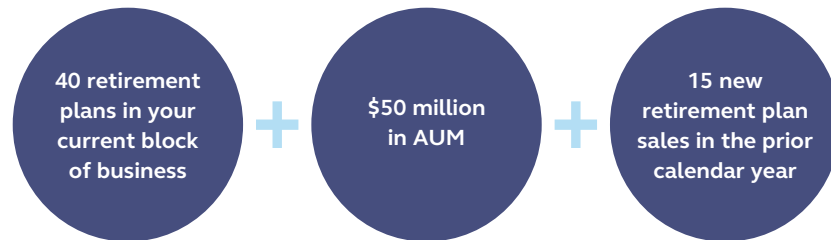
**Local sales reps and  
internal wholesalers:**

ready to help support your growth and business development

## Achieve more — Principal Retirement Edge Program for TPAs<sup>SM</sup>

You'll get the recognition you deserve. And the support you want — with the Principal Retirement Edge Program for TPAs.

When you reach these Platinum--level membership requirements, you'll receive even more services and support:



### Here's a snapshot of some services you can expect:

- **Dedicated corporate relationship manager** — your go-to contact for focused attention and technical support
- **Annual on-site visit** — your opportunity to talk face-to-face with your relationship manager and find ways to collaborate more effectively
- **Scorecard review** — annual review of proposals and sales activities, plus client retention stats

## Earn more

### Get rewarded for your efforts with:

- An up-front installation allowance
- Ongoing, asset-based compensation
- Additional expense payment options (for flexibility in how you collect and receive fees for your services)

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## Let's get started

If you're ready, we're ready. Contact your local Principal® rep or your dedicated TPA Edge<sup>SM</sup> Service Team at **800.958.5124** or **tpaedge@exchange.principal.com** to get started.



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