



Proposal

Business and key person protection

Protect your business from the loss of top talent

Presented to

Sample Business

Presented by

Valued Producer

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You can be better prepared for the unexpected



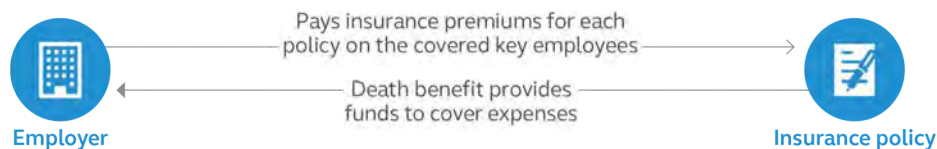
Oftentimes, the most valuable assets of any business are the key people who contribute most to its success.

Have you considered the impact the absence of your top talent would have on the business if something happens to them? Their contributions are difficult to measure, and may be more robust than you might think. It's likely that finding a replacement would be difficult and may create a financial challenge that puts the business at risk. That's why it's a good idea to consider protecting it.

One way to address this risk is Key Person Life insurance. It can be a critical component to your business protection strategy. It's designed to provide the funds necessary to recover financially from the loss of top talent. It can also provide liquidity for business succession funding or pay for key employee benefit programs.

How it works

Your business is the owner and beneficiary of a Key Person Life insurance policy for each key employee you choose to cover. If the unexpected does happen, the business receives funds, generally income tax-free¹, to help overcome the financial challenge of the loss.



Determine the right amount of coverage

Each business is different, so it's important to carefully assess your situation and different protection options. To help you get started:

- 1 | **Review** the customized scenarios on the next pages to see how much coverage may be appropriate for your situation.
- 2 | **Learn** about how much the coverage for each scenario costs.
- 3 | **Assess** the advantages and considerations of this coverage.

¹ If the requirements of the Internal Revenue Code Section 101(j) are not met, death proceeds from employer-owned life insurance contracts may be taxable as ordinary income in excess of cost basis.

Valued Employee, Sales VP

Estimated Key Person Life insurance needs

	Coverage type		
	Base-level (Scenario A)	Moderate-level (Scenario B)	High-level (Scenario C)
Key characteristics			
Number of total employees	11-50 Employees	11-50 Employees	11-50 Employees
Number of key employees	1-5 Key employees	1-5 Key employees	1-5 Key employees
Difficulty to replace	Very difficult	Very difficult	Very difficult
Base protection			
Total compensation	\$200,000	\$200,000	\$200,000
Multiply by factor ²	x 3.0	x 4.5	x 7.0
Base protection needs	\$600,000	\$900,000	\$1,400,000
Additional coverage			
Key employee benefits	\$0	\$0	\$0
Total other needs	\$0	\$0	\$0
Range of coverage	\$600,000	\$900,000	\$1,400,000

This business protection proposal is intended to provide a range of coverage for your consideration based on several factors. The policy owner and financial professional understand that amounts applied for are subject to underwriting approval.

Key Person Life insurance coverage type

Base-level	(1 - 5 times salary)	Provides proposed coverage based on a projected base-level multiple of salary.
Moderate-level	(2 - 7.5 times salary)	Provides proposed coverage based on a projected moderate-level multiple of salary.
High-level	(3 - 10 times salary)	Provides proposed coverage based on a projected high-level multiple of salary.

² This factor is determined by the size of the organization, number of key employees, and level of difficulty to replace.

Key person term life insurance coverage



The affordable, limited duration of term insurance may be a great fit to help protect your business. And Principal® offers multiple coverage durations to meet your specific needs.

Outlined below are the projected premium amounts for the three coverage scenarios shown on the previous page, using our 10-, 15-, 20- and 30-year term products.

Key person term insurance coverage for:

Valued Employee, Age 45³, Female, Super Preferred, Non-Tobacco

Scenario	Death benefit	Annual premium			
		10-year	15-year	20-year	30-year
A: Base-level	\$600,000	\$327	\$386	\$516	\$854
B: Moderate-level	\$900,000	\$453	\$541	\$737	\$1,243
C: High-level	\$1,400,000	\$600	\$797	\$1,087	\$1,887

Rates provided are an estimate and are not guaranteed; state variations and restrictions may apply that are not represented here.

Our base conversion feature is included with the Term product options displayed in the above table. The Conversion Extension Rider has not been included. If a longer conversion period is desired, Term products can be quoted to include the Conversion Extension Rider.

Employee retention strategy — 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.

³ Principal product quotations utilize an insured's age nearest birthday.

Properly funding your business protection plan

Advantages

Immediate funds - Insurance benefits can be used to replace lost revenue and cover expenses to recruit, hire, and train a replacement.

Cost efficiency - Policies can provide attractive benefit amounts relative to premiums paid.

Cash values provide a balance sheet boost - When permanent life insurance is used, any cash value accumulation is carried as an asset on your balance sheet and can be used for other expenses, such as financing a key employee benefit program.

Convenient options to complete the application - You may be able to complete your application either online or by telephone interview to get your key person protection put in place quickly and efficiently.

Next steps

- 1 | Identify people who are key to your business.
- 2 | Determine the amount of coverage you need for each of them.
- 3 | Discuss your plans with each key person [and get notice 101(j) signed⁴].
- 4 | Request official illustrations, apply for coverage, and begin underwriting.
- 5 | Once approved, begin the on-boarding process and set-up administration services.

NOTES

⁴ Notice 101(j) is required to be signed by all covered key employees. The notice must inform the employee that the employer, as policy owner and beneficiary, intends to insure the life of the employee. In addition, Section 101(j) requires that the notice provide the maximum face amount for which the employee could be insured at the time the contract is issued. It's important to keep in mind that the employer is responsible to maintain the necessary records which show compliance with the notice and consent requirement. In addition, the employer should document the HCE, HCI or director status of any insured at the time employer-owned life insurance is purchased. Failure to do so may jeopardize the tax-free status of the death benefit.

Considerations

What's right for you - There are several insurance funding and design options. Carefully decide what's best for your business.

Impact on your assets - Understand how policy holdings will affect your capital and liquidity.

Personal Life insurance potential - Key Person insurance policies do not limit personal life insurance available from Principal to your key employees.



Contact Valued Producer at (555) 123-4567
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