



Business solutions

Research reveals opportunities for you and your clients



Now more than ever, business owners are looking for solutions to help them protect their business, retain and reward their employees, and protect their lifestyle.

In the 2022 Principal Business Owner Insights survey,¹ we found that although business protection remains the No. 1 priority for business owners, less than half of these businesses have a plan in place. Simple solutions like key person insurance, or implementing and funding a buy-sell agreement, could be an answer.

Business owners also said offering benefits helps them recruit (70%) and retain (71%) qualified employees. And, more than six in 10 say they want to offer more benefits. With all the attention around the “Great Resignation”, you can help your business clients recruit and keep their top talent by offering key employee benefits.

You uncover the opportunity—we’ll provide the support

Are some of these solutions outside of your comfort zone? No problem. Whether you’re just starting out in the business market, or have long-standing business client relationships, we can help. You can rely on your Principal® wholesalers and our “back office” support team that includes CPAs, attorneys, and case design specialists. Rest assured, you—and your business clients—will be taken care of every step of the way!

Simple solutions can have a big impact

Help them protect their business

- Offer complimentary informal business valuation and buy-sell review services
- Discuss buy-sell and business transfer strategies
- Provide key person protection (funded with life and disability insurance)

Offer more benefits to help recruit, reward, and retain their key employees

- Bonus plans (funded with life and disability insurance)
- Deferred compensation plans
- Split dollar plans

Suggest solutions to help them protect their lifestyle

- Legacy and estate planning
- Personal life and disability insurance

Leverage the support of a leader in the business market

Your clients deserve the best—that’s why they work with you. Now you can offer them additional services and solutions, while knowing you have CPAs, attorneys, and design consultants there to support you.

Get started today—open more doors with a few key questions

Asking a few key questions of your business owner clients can unlock opportunities!

Help them protect their business

Q | Is your business protected with a current and well-funded buy-sell agreement?

A | You, your family, and other owners need protection for both planned and unplanned events. Even though succession planning topped out as the No. 3 priority in the 2022 Principal Business Owner Insights survey,¹ almost half of the business owners surveyed don’t have a plan in place.

Q | Do you have a strategy in place to protect your business from the loss of a key employee?

A | Business owners have chosen business protection as their No.1 priority in every Principal Business Owner Insights survey since 2010.¹ Key person insurance can help protect you and your business should a key employee become disabled or die.

Offer more benefits to help retain their key employees

Q | Do your key employees value the benefits you offer? Should you review these plans?

A | Implementing, or enhancing, your key employee benefits could be important, in light of the “Great Resignation” sentiment across the nation.

Suggest solutions to help them protect their lifestyle

Q | Is your group life and disability coverage enough to protect you and your key employees?

A | Supplemental life and disability insurance can help you and your key employees prepare for the unexpected. Carve-out and bonus plans, funded with life and/or disability insurance, could help protect your lifestyle.

¹ The 2022 Principal Business Owner Insights survey is based on 1,018 online interviews conducted in January 2022 by Dynata.

 Let’s connect

Call 833-803-8345 or connect with your local sales representative.



principal.com

Insurance products issued by Principal National Life Insurance Company (except in NY), Principal Life Insurance Company®, and the companies available through the Preferred Product Network, Inc. Plan administrative services offered by Principal Life. Referenced companies are members of the Principal Financial Group®, Des Moines, IA 50392.

For financial professional use only. Not for distribution to the public.

Not FDIC or NCUA insured

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

Principal®, Principal Financial Group® and the Principal logo design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.