



Sales idea

A unique supplemental retirement solution



Retirement plans, such as 401(k) plans, offer many benefits, but they can pose challenges for high income earners with limitations on how much they can contribute and distributions that are generally taxable when taken. A solution? Supplemental retirement plans using cash-value life insurance offer asset, income and tax diversification with no funding limits, which can make it an ideal complement to existing retirement plans.

Talk the “Power of 3” with clients

Our powerful package of top-notch products and time-saving features can help clients quickly and easily acquire life insurance, build income potential and access what they have accumulated as supplemental retirement income.

Client Profile

- Ages 35-55, Preferred or Super-Preferred
- Annual income of \$100,000+
- Business owners, executives, high-earning professionals

1

Principal Accelerated UnderwritingSM

Offer clients the speed and convenience of our innovative program.¹

- No medical exams or blood work required.
- Medical questions asked for you via our in-house TeleApp interview.
- Underwriting decisions in as little as 48 hours and payment in 10 days or less
- Easy qualification checklist helps you identify candidates.

2

Accumulation-focused life insurance

Talk about the cash value advantage.

- **Competitive product choices:**
 - Variable universal life offering marketbased performance
 - Indexed universal life featuring indexlinked potential
 - Universal life with fixed rate growth and protection from market volatility
- **Tax-favored benefits:**
 - Tax-free survivor benefit
 - No income taxes on accumulation or distribution
 - No penalty for pre-age 59½ withdrawals
 - No income-based funding limits

Note: Over-fund the policy to maximize potential (\$1,000 x client’s age)

3

Automated income

Benefit from “set it and forget it” process.

- **Easy** – Income received as frequently as monthly with completion of a single form.
- **Efficient** – Automated events to help your clients get the most from policy distributions:
 - Death benefit option switches from increasing to level to maximize income amount.
 - Withdrawal method changes from surrenders to loans when cost basis is gone to prevent an unwelcome Form 1099.
 - Amount re-calculates annually to ensure target-ending cash value goal is met.
- **Ends properly** – Over-loan protection automatically triggers to provide a safety net against policy lapse and resulting tax liability.



Sales
Tips

Tax diversification – Talk to clients about how life insurance can add diversification to other taxable retirement assets.

Retirement income gap – Identify any gap using our calculator: m.principal.com/retirementgap.

Business solutions – For supplemental retirement business solutions, start with the Request for Proposal (RFP).

Give your clients the Power of 3 today!



Let's connect.

Call the National Sales Desk today at 800-654-4278, or your Life RVP.
Visit us at advisors.principal.com.



advisors.principal.com

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¹ Accelerated Underwriting is an expedited underwriting program offered by Principal Life Insurance Company. Applicants may qualify based on age, face amount and personal history. To monitor quality and ensure solid mortality results, a small, random sample of applicants who qualify for Principal Accelerated Underwriting will go through full, traditional underwriting.