

Business Market Administration

Leave the Details to Us

Creating a business exit strategy or executive benefit program requires foresight and commitment... and could greatly impact your company's future success! When you implement such programs using life insurance products from the Principal Financial Group®, you receive quality ongoing service from our Business Market Administration (BMA) department. Let us tell you how!

Services that give you an edge

Dedicated Staff – Our BMA department's sole purpose is to support business programs such as yours. You will be assigned a knowledgeable administrator to provide personalized service and support.

Program-Level Reporting – We provide consolidated reports that list the coverage amounts, policy values and premium information for all the life insurance policies under your program.

List Billing – We send consolidated payment reminders covering all the policies under your program. Annual, semiannual, quarterly and monthly payment modes are available.

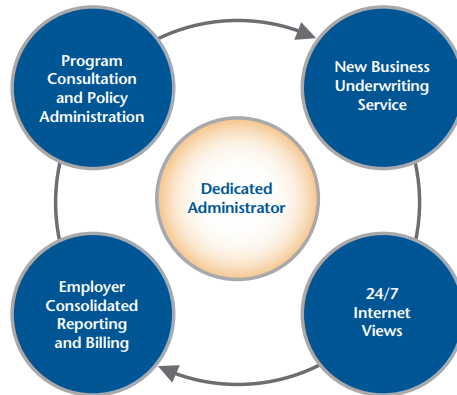
Online Access – View policy information online. Policy owners may also make policy changes or initiate service requests via Internet access.

Ongoing Support – Your BMA administrator is available to assist you and your financial representative with all of the following, and more!

- Adding new policies to your program.
- Processing policy adjustments or other service requests.
- Generating policy illustrations/quotations to help assess life insurance coverage relative to business goals.
- Providing split dollar economic benefit or imputed interest reporting, if applicable.
- Researching answers to any questions that arise regarding the policies and/or your overriding program design.

Exceptional service every step of the way

Implementation is just the beginning! BMA will be with you throughout the life of your program.



Supporting all your business owner and executive solutions needs

The Principal® provides administrative support for more than 30 unique program designs. Designs include:

- Key person plans
- Buy sell (cross purchase, entity purchase, wait and see, business continuation general partnership)
- Endorsement split dollar plans
- Select reward plans
- Death benefit only plans
- Executive Bonus (for C corporations, S corporations, LLCs, not-for-profits)
- Loan regime split dollar plans
- Private split dollar plans
- ESOP repurchase plans

FOR MORE INFORMATION

Contact your financial representative.



WE'LL GIVE YOU AN EDGE®

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

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