



Exploring business owner financial priorities

Answer the questions below, then rate their level of importance to you (1 most important, 6 least important).

1. Exit Planning

Have you established a definite time period to transfer your business to a specific party at an established price?

Yes / No

Ranking

2. Retirement Income

Are you or your key employees able to set aside enough money for retirement considering the limited amount of contributions that can be made to an employer-sponsored 401(k) plan? Do you have fringe benefits in place to help you recruit, reward and retain key employees?

Yes / No

Ranking

3. Business Protection

In the event of a death, resignation of a key employee or a future change in management, would your business be as successful as it is today?

Yes / No

Ranking

4. Wealth Transfer

Is your will/trust current and does it accurately reflect how you want your assets distributed?

Yes / No

Ranking

5. Survivor Income

Will your spouse and beneficiaries be able to maintain their desired standard of living after your death?

Yes / No

Ranking

6. Income Protection

Upon an accident or severe illness, would you be able to meet present financial obligations based on your expected income during that stressful time?

Yes / No

Ranking

1. Business name _____
- 1a. Owner(s) name _____
2. Type of business entity:
- | | |
|--|---|
| <input type="checkbox"/> C corporation | <input type="checkbox"/> Professional corporation C corporation |
| <input type="checkbox"/> S corporation | <input type="checkbox"/> Professional corporation S corporation |
| <input type="checkbox"/> Sole proprietorship | <input type="checkbox"/> LLC taxed as a partnership |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> LLC taxed as a corporation |
| <input type="checkbox"/> Tax exempt | |
3. Total number of employees:
- | | |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> 1-9 | <input type="checkbox"/> 201-500 |
| <input type="checkbox"/> 10-50 | <input type="checkbox"/> 501+ |
| <input type="checkbox"/> 51-200 | |
4. Number of business owners
- | | |
|--|-----------------------------|
| <input type="checkbox"/> Publicly traded | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 4+ |
| <input type="checkbox"/> 2 | |
5. How many years has the business been operating?
- | | |
|---------------------------------------|--------------------------------|
| <input type="checkbox"/> Fewer than 3 | <input type="checkbox"/> 10-20 |
| <input type="checkbox"/> 3-5 | <input type="checkbox"/> 21+ |
| <input type="checkbox"/> 6-9 | |
6. Business tax rate (enter owner's tax rate if business is taxed as a flow-through organization):
_____ %

7. Professional advisors:	Name	Phone	Address
Attorney:	_____	_____	_____
Accountant:	_____	_____	_____
Banker:	_____	_____	_____
Insurance advisor:	_____	_____	_____
Investment advisor:	_____	_____	_____
Employee benefits advisor:	_____	_____	_____

FOR MORE INFORMATION

To learn more about how the Principal Financial Group® can help you achieve your business and personal objectives, contact your financial representative today.



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