

Help more clients gain affordable protection

Have you talked to your clients about the benefits a Term policy offers? Term insurance can be a good first step in helping your clients and their families secure their financial future by providing a death benefit in their time of need. Our Term product offers affordable coverage for a specified period of time, with the option to convert to a permanent policy in the future.

Term insurance can be a good fit for clients who seek the following:

- Basic coverage to start meeting their life insurance needs
- Contingent coverage for a limited time (e.g., proof of credit, business start-up, buy-sell agreement funding)
- The most affordable protection for the coverage needed
- To establish insurability now with a plan to convert to a permanent plan later

Principal Term offers clients advantages, including:

- Lower-cost alternative to permanent insurance to meet current business owner or individual insurance needs
- Attractive options to convert¹ to any currently sold permanent product with no new underwriting (as long as the face amount is the same), including conversion:
 - of two Term policies to a Survivorship Life policy, or
 - to products offering the Chronic Illness Rider, when conversion occurs within the first five years of the Term policy
- Fast and easy underwriting programs that provide top-notch service and support, as well as competitive turnaround times
- Optional policy riders² that offer additional coverage for clients' specific needs
- Business solution for owners who want to cover a business loan, protect key employees, or fund an executive program



Principal Life Online

This digital solution for the term life insurance buying process offers the following benefits:

- **More satisfied clients**, who complete the process when and where it's convenient for them
- **Less hassle**, with fewer follow-ups
- **Faster coverage and quicker commissions**—Principal Life Online saves an average of 30 days versus the traditional paper process



Get Principal Term quotes on the go with **Principal Life Quote EdgeSM**. Rates are available anytime, anywhere on your mobile device.³

Fast facts | 10-, 15-, 20-, and 30-Year Term

Issue ages/ underwriting classes:	Non- Tobacco	Tobacco	
10-Year Term	20-80	20-75	Non-Tobacco: Super Preferred, Preferred, Super Standard, and Standard class Tables 2-6 plus flat extras Tobacco: Preferred and Standard Age nearest birthday Minimum face amount: \$200,000 Premium bands: \$200,000 and \$1,000,000 Non-commissionable, \$75 annual policy fee
15-Year Term	20-75	20-70	
20-Year Term	20-65		
30-Year Term	20-55	20-50	

- Face decreases:
- Allowed after the first policy year.
 - Policy years 2-5: up to cumulative 35% of the original face amount.
 - Policy years 6+: no restrictions but the remaining face amount must be at least \$200,000.
 - If the face drops into the mid-band (under \$1M), mid-band rates will apply.

Competitive sweet spots

- Ages 35-55, Non-Tobacco rates
- \$1 million or greater death benefit

We're also competitive for clients who are:

- Qualified at Standard and Super Standard rates
- Ages 65-75 for 10- and 15-year contracts
- Looking for \$2 million or greater death benefit

Key underwriting programs and services

- Principal Accelerated Underwriting provides up to \$1 million of coverage for Standard and better classes, without the need for labs or exams.⁴
- Healthy Lifestyle Credits help offset one negative risk factor/knockout if the individual has enough favorable credits.
- Tobacco/Non-Tobacco rates allow the use of 12 or fewer cigars in previous 24 months (prior 36 months for ages 71 to 85). A negative nicotine test will qualify at Non-Tobacco rates.⁵

Concept fits

- Key person
- Buy-sell agreements
- Income replacement
- Estate planning

Riders

Accelerated Benefit allows the owner to obtain up to 75% of their death benefit (up to \$1,000,000) prior to death when the insured is diagnosed with a terminal illness. (No charge is required for this rider.)²

Children Term Insurance allows eligible children to be added to a policy at issue with coverage available between \$5,000 and \$25,000. (There is a charge to add this rider.)²

Conversion Extension extends the conversion option to the earlier of the full level premium period and policy anniversary nearest the insured's attained age 70. Issue ages for the rider are: 10YT: 20-62; 15YT: 20-57; 20YT: 20-54; 30YT: 20-49. Rider is only available at issue, and there is a charge to add it.²

Waiver of Premium waives the premium as long as the insured is totally disabled, subject to rider limitations. (There is a charge to add this rider.)²



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

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company.

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¹ Policy conversion period (10YT: first seven policy years; 15YT: first 12 policy years; 20YT: first 15 policy years; 30YT: first 20 policy years) or until the policy anniversary nearest the insured's attained age 70, whichever is earlier. The additional charge of the Conversion Extension Rider extends the option to convert to the earlier of the level premium period or attained age 70 without evidence of insurability. The state of New York allows for a conversion period of at least two years from when the policy is issued, regardless of the insured's attained age.

² Policy rider descriptions are not intended to cover all restrictions, conditions or limitations. See policy for full rider details. Product and riders are subject to state availability and may have additional costs.

³ This tool does not provide a full illustration and is only intended to be used to show an initial quote. It is only available for quoting Principal Term products.

⁴ Accelerated Underwriting is an expedited program offered by Principal Life Insurance Company and available to 45-55% of applicants who qualify based on age, product, face amount, and personal history.

⁵ Subject to change.