

# Recover from the unexpected loss of top talent

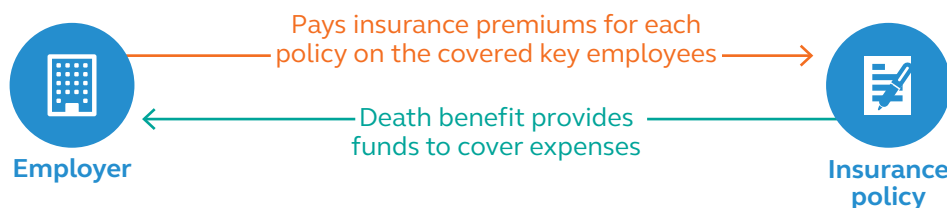
Oftentimes, the most valuable assets of any business are the key people who contribute most to its success. They generate revenue, handle major responsibilities and have a unique wealth of knowledge that seems irreplaceable.

Have you considered the amount of time and money it would take to replace your top talent? If their loss would create a financial burden that puts the business at risk, key person insurance can be a simple and efficient solution.

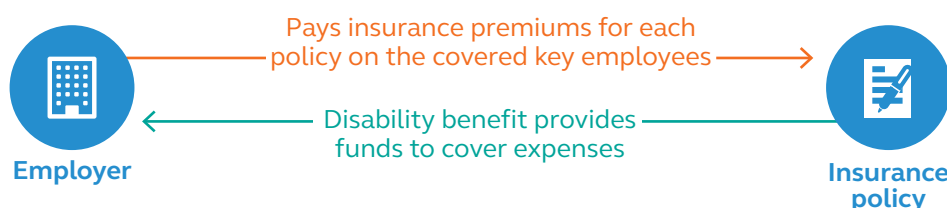
## Protection for a loss

Principal® offers two solutions to help protect your business if the unexpected happens — life and disability insurance. For both, your business is the owner and beneficiary. If an unexpected death or disability of one of the covered key employees does happen, the business receives funds, generally income-tax free, to help overcome the financial challenges of the loss.

**Key Person Life insurance** — Available as a term or permanent insurance policy that provides a death benefit to help the business overcome financial challenges at the death of the key employee.



**Key Person Replacement insurance** — Provides your business funds to help overcome the financial challenge of the loss of a key employee if they become too sick or hurt to work.



## Key person coverage can help you:

- Offset the cost of finding a replacement and loss of revenue during training.
- Cover temporary staffing costs.
- Demonstrate financial stability to creditors and clients.

### Key Person Life insurance

#### Cash value potential with permanent policy —

Potential cash values remain an asset on your balance sheet and can be used for other business expenses, such as a key employee benefit program.

**Impact on your assets —** It's important to understand how key person life insurance will affect your capital and liquidity.

### Key Person Replacement insurance

#### Personal Disability Income insurance potential —

The business policy does not limit the personal income protection available from Principal to your employees.

Key person insurance helps to give you added protection and confidence that your business will have the funds necessary to recover from the loss of top talent.

 [Learn more](#) | Contact your financial professional today.



[principal.com](https://principal.com)

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

Disability insurance has limitations and exclusions. For cost and coverage details, contact your Principal Life representative. Oregon policy HH772 OR.

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