

# Get started with Principal IDI

Helping your clients live their best lives begins with protecting the assets they rely on every day. Principal® can help you do that with our comprehensive suite of individual disability insurance (IDI) solutions for individuals, business owners, and employees.



Many financial professionals have found success starting conversations with clients about personal income protection and then moving to business solutions. That shows how wide open the disability market opportunity can be. After all, almost everyone in the working population needs to protect their income, especially those who:

- Are age 30 to 55
- Earn at least \$40,000 per year
- Work at least 20 hours per week
- Work in occupations with little to no manual duties

## Our IDI product portfolio

Audience	Product	Definition	When to consider
Personal	Individual Disability Income (DI)	Provides monthly benefits to help cover daily living expenses	<ul style="list-style-type: none"> <li>• Experiences a life change such as marriage or home purchase</li> <li>• Supplement Group LTD policy</li> </ul>
Business	DI Retirement Security <sup>1</sup>	Helps clients continue saving for retirement	<ul style="list-style-type: none"> <li>• Maxes out individual DI insurance</li> <li>• Contributes to a 401(k) plan, IRA or mutual funds</li> </ul>
	Overhead Expense (OE) <sup>1</sup>	Provides reimbursement for business expenses, helping keep the business open and operating	Wants to keep business open if one of the owners is disabled
	Business Loan Protection <sup>®1</sup>	Covers loans taken out for business-related expenses	Has a business loan obligation
	Key Person Replacement <sup>1</sup>	Provides a benefit to a business in the event of a key employee's disability	<ul style="list-style-type: none"> <li>• Wants to keep business open if one of the owners is disabled</li> <li>• Wants to retain executives and enhance their benefits package</li> </ul>
	Disability Buy-Out (DBO) <sup>1</sup>	Funds a buy-sell agreement to buy out a disabled owner	Wants to ensure continuation of business
Employee benefits	Executive Carve-Out with DI	Helps employers offer income protection to employees—on an employer-paid or voluntary basis	Wants to retain executives and enhance their benefits package

For more information, visit [advisors.principal.com/Products](https://advisors.principal.com/Products).

## Looking to open doors with business owners?

Offer our complimentary services:

- **Informal business valuations.** Help owners find out what their business is worth. Having a current value can help with planning discussions.
- **Buy-sell review.** Clients with buy-sell agreements can make sure their agreement is current and has proper funding in place.

### A buy-sell solution for single business owners.

Our one-way buy-out funds a transfer between an owner and a key employee. (Policy HH794 only)

## Digital solutions for easy submission

- Speed up the application process by submitting basic coverage and insured information electronically using our eApp.<sup>2</sup>
- Then have your clients complete Part B online.<sup>3</sup>
- And for select cases where we need a client's medical history, we email the applicant with instructions to set up a Human API account for sharing medical records electronically from provider(s).

For more information, visit [advisors.principal.com/New Business/Underwriting & Guidelines](https://advisors.principal.com/New Business/Underwriting & Guidelines).

 **Let's connect** | Call the National Sales Desk at 800-654-4278.

<sup>1</sup> Not available in all states. See [p.com/distateapprovals](https://p.com/distateapprovals). DI Retirement Security is issued as a non-cancelable, guaranteed renewable, individual disability income insurance policy. It is not a pension or retirement program or a substitute for such a program. DI Retirement Security is not available for anyone who is over insured based on Principal Life's current Issue and Participation guidelines. It may not be available or the benefit amount may be reduced for certain occupations if there is existing DI coverage with lifetime benefits. Additional underwriting guidelines may apply.

<sup>2</sup> Requires a username and password. If you don't have one, contact your local representative or call 800-554-3395.

<sup>3</sup> Not available for IDI/life combo cases in CA and NY.

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

Disability insurance from Principal<sup>®</sup> is issued by Principal Life Insurance Company, Des Moines, Iowa 50392-0002

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This information is provided with the understanding that Principal<sup>®</sup> is not rendering legal, accounting, or tax advice. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements.

**Not FDIC or NCUA insured**

**May lose value • Not a deposit • No bank or credit union guarantee  
Not insured by any Federal government agency**

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