

SALES IDEA | Principal Term Life Insurance

Protecting Insurability For the Future

When working with clients, it's not enough to only discuss their current needs for life insurance. You should also be discussing their possible future needs. They may be healthy right now, but as they age, their health can change, which may affect their ability to qualify for life insurance.

AS YOUR CLIENTS' LIVES CHANGE, SO MAY THEIR PROTECTION NEEDS

Don't let your clients fall into an "uninsurable" category. Help them understand the benefits of purchasing life insurance today.

A term policy from The Principal® can provide important financial protection against an untimely death, while also protecting their future insurability with conversion privileges to permanent coverage down the road.

1 in 4 of today's 20 year olds will become disabled before reaching age 67.

Social Security Administration, Fact Sheet, February 2013.

THE PRINCIPAL offers a variety of term life insurance policies with face amounts as low as \$200,000 and guaranteed periods of 10-, 15-, 20- and 30-years.

PRINCIPAL TERM CONVERSION HIGHLIGHTS

Our term products can be converted to a number of permanent products offered by the Principal Financial Group® without additional evidence of insurability. Conversion is available up to the earlier of the end of the level premium period or attained age 70.^{1,2}

- Minimum policy amounts at the time of conversion apply.
- The underwriting class of the permanent policy will be issued at the same or most comparable risk class of the original term policy.
- Partial term conversions are allowed providing the remaining term policy and the new policy both meet their respective minimum face amount guidelines.
- Two term policies can be converted to one Survivorship Universal Life (SUL) policy.³ Conversion is allowed up to twice the face amount of the smaller of the two term policies. Conversion is subject to normal SUL face amount limits at the time of conversion.

Principal Term life insurance can help provide the coverage your clients need today, to protect their insurability in the future.

¹ If a term policy is converted to a permanent plan that offers the Chronic Illness Death Benefit Advance rider or waiver, full underwriting is required to add the rider.

² We currently offer the conversion of two term policies to one SUL policy. Conversion is allowed up to twice the face amount of the smaller of the two term policies.

³ This conversion option to a SUL is only valid provided Principal offers an SUL at the time of conversion.

This is a summary of policy terms and underwriting guidelines only. Please refer to the policy for actual terms and conditions.

**Let's
connect.**

Call the National Sales Desk today at 800-654-4278, or your Life RVP.
You can also visit our financial professional website at advisors.principal.com.



WE'LL GIVE YOU AN EDGE®

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

Principal National Life Insurance Company and Principal Life Insurance Company reserve the right to charge the maximum premium beginning with any premium redetermination date. The premium at redetermination date, if less than the maximum premium stated in the policy, is not guaranteed beyond the current redetermination period. Also, the premium at redetermination date is subject to the company's expectations as to one or more future cost factors including persistency, expenses, mortality and interest. Any increase in premium will not result in an increase in your benefits.

Insurance products from the Principal Financial Group® are issued by Principal National Life Insurance Company (except in New York) and Principal Life Insurance Company, Des Moines, IA 50392.

For financial professional use only. Not for distribution to the public.

Not FDIC or NCUA insured

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

Principal National Life Insurance Company Policy Form: ICC13 SN/SN 89, Rider Forms: SN 2, SN 3, SN 4, SN 5 and SN 42
Principal Life Insurance Company Policy Form: SF 946 NY and SF 946 NY U, Rider Forms: SF 686 NY, SF 807 NY and SF 880 NY