

Group Benefits

Celebrate your success

Boost your sales and
enjoy the rewards with the
Privileged Partner Program

Sell more, retain more, earn more.

It's not every day you're rewarded for your hard work, but it should be. That's what the Principal® Privileged Partner Program¹ is all about—acknowledging your value to us and to your clients.

Through the program, Principal recognizes top-producing brokers—like you—for new and retained business with us. First and foremost, it's about thanking you for counting Principal among your trusted carriers.

Two levels of recognition²

The Privileged Partner Program provides our highest level of available services, business support, and additional compensation. There are two prestigious membership levels: Elite and Platinum. Membership is based on the number of new Principal coverages³ you've placed, the premium persistency⁴ of your group benefits block with Principal, and for Elite qualifiers, the amount of inforce premium. As your business with Principal grows, so will your rewards and status.

How do you qualify? Here's the breakdown:

| | | | |
|-----------------|--|-----------|--|
| Elite | 60 new coverages, 85% premium persistency, and \$500,000 inforce premium in the previous calendar year | OR | 40 new coverages, 85% premium persistency, and \$2.5 million inforce premium in the previous calendar year |
| Platinum | 30 new coverages and 85% premium persistency | | |

Additional bonus

You can also earn an additional bonus for placing and maintaining group benefits business with Principal. It applies to coverages sold in the year of your Elite or Platinum status. For example, if you are a 2019 qualifier, the bonus would apply to coverages sold in 2019, and the bonus would be paid in 2020. Renewals are not included in this program.

| Qualification criteria | Bonus formula |
|---|--|
| Elite or Platinum qualifier and 40+ new coverages | 1% x annualized first-year premium |
| Elite or Platinum qualifier and 50+ new coverages | 1% additional bonus x annualized first-year premium = total 2% bonus |

Coverages must be eligible under the group benefits bonus program.

The bonus factor is applied to the business that qualifies your local office for the Elite or Platinum level of the Privileged Partner Program.

The annualized premium used to calculate the bonus per coverage per case is the same as the group benefits bonus.

Service features and benefits

for Privileged Partner Program qualifiers

| Service feature | Potential benefits | Elite | Platinum |
|--|---|-------|----------|
| Prestigious broker summit | A unique opportunity to network with other advisors and get insights you can use; enjoy a one-of-a-kind location with luxurious accommodations ⁵ | ● | |
| Discretionary marketing dollars | Grow your business and provide exposure for both your firm and Principal | ● | ● |
| Dedicated group benefits team | Personalized assistance with policy questions, status inquiries, and more through your dedicated administration and claim services teams | ● | ● |
| Potential additional compensation | Gives you the opportunity to earn an additional 2 percent bonus on qualifying premium | ● | ● |
| Dedicated advisor relationship manager | Serves as your single point of contact at the Principal corporate office and is dedicated to your success by providing focused attention on your specific needs | ● | ● |
| Electronic compensation statements, available upon request | Receive these bimonthly statements in an Excel format | ● | ● |
| Reporting package | Provides a summary of your book of business, year-to-date estimated bonus information, and more | ● | ● |
| Preferred pricing on eBenefits Edge Total Management, our benefit data management tool for employers | Provides reduced pricing for each of your clients based on the amount of inforce premium you've placed with Principal | ● | ● |
| Preferred pricing from AmeriFlex on flexible spending accounts | Provides reduced pricing on flexible spending accounts | ● | ● |
| miEdge—Industry-leading business intelligence provider | License with exclusive features available for Privileged Partners, plus 10% off posted state pricing | ● | ● |
| Dedicated website | Provides detailed information about the features and benefits of the Privileged Partner Program | ● | ● |
| Co-branding on select marketing materials | Gets your name in front of employers to help strengthen relationships | ● | ● |
| Access to select employee discounts from Principal | Provides discounts to save your local office money on shipping, office supplies, cell phones, computers, and travel | ● | ● |

 **Let's connect** | Contact your local sales representative or go to [principal.com](https://www.principal.com).

¹ Principal Privileged Partners are highly valued group benefits producers and have not entered into a legal partnership with any company of the Principal Financial Group®.

² Based on the business sold through a specific Principal group benefits sales office. Business assigned to a specific tax ID is not rolled up for purposes of this program.

³ New coverages must include at least five lives as of 12/31 and are determined by business sold through a local office. Please talk to your local sales representative for specific details. If the new coverage is effective and terminates in the same year, the coverage does not count toward the new coverage requirement.

⁴ Persistency is calculated based on active group benefits premium in force as of 1/1 and still in force 1/1 of the following year. If the new coverage is effective and terminates in the same year, the premium does not count toward the persistency requirement.

⁵ Includes tax-qualified meetings. If business meetings are attended, the trip is not taxable to you.



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

Final determination of qualification, bonus amount, and/or payment rests solely with Principal. All services, features and benefits are subject to availability and may change without notice. Financial professionals of some broker dealer firms may not be eligible for certain components of the Group Benefits Privileged Partner Program. Contact your local Principal representative for more information. Your broker dealer firm may have policies that require you to receive compliance approval to participate in the Group Benefits Privileged Partner Program, and we suggest you check with the appropriate people prior to participating in the program. This program may be changed or discontinued at any time. Insurance issued by Principal Life Insurance Company, a member of the Principal Financial Group® (The Principal®), Des Moines, IA 50392.

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