Principal®

Prioritizing business needs

Identify planning needs for your business.

You've got a lot to think about when it comes to running your business. And, we understand you have limited time to think about what your business may need to protect you and your family's financial future. Things like business protection plans, key employee benefits, and your retirement, which may include your business succession plan. So where should you start?

You can begin by asking yourself a few questions, then indicate your priority for each category. And, we'll help you figure out the rest.

_____ Priority **Think about the business**

○ Yes	○ No	**Business protection:** Would the success of your business be affected by the loss of an owner or key employee?
○ Yes	○ No	**Business succession:** Have you started thinking about transitioning the ownership of your business? If so, do you have a plan in place defining to whom and for how much?
○ Yes	○ No	**Key employee benefits:** Would offering additional benefits help you recruit, reward, retain, and retire your key employees?

_____ Priority **Think about your employees**

○ Yes	○ No	**Qualified retirement plans:** Do you give all of your eligible employees retirement benefits through a 401(k) or other qualified plan?
○ Yes	○ No	**Group and voluntary benefits:** Are you offering all your employees group benefits like life, disability, dental, vision, accident, hospital indemnity, and critical care insurance?
○ Yes	○ No	**Key employee retention and retirement:** Do contribution limits and government restrictions keep you, and your key employees, from saving enough for the retirement you want? Are your highest-earning key employees receiving lower life and disability benefits (relative to their compensation) than other employees?

_____ Priority **Think about your lifestyle**

○ Yes	○ No	**Retirement:** Have you reviewed your sources for expected income during your retirement years? Is it enough to provide the lifestyle you've planned?
○ Yes	○ No	**Life insurance:** Do you have life insurance to help protect your loved ones should you die unexpectedly?
○ Yes	○ No	**Disability insurance:** Do you have disability insurance to help you meet financial obligations should you become too sick or hurt to work?
○ Yes	○ No	**Legacy and estate planning:** Is your will and/or trust current and does it accurately reflect how you want your assets distributed? Are your estate documents current, and do they include the flexibility to accommodate the estate tax changes scheduled in 2026?

Now that you've figured out your top priorities, let's dig a little deeper. Then, we'll work together on solutions that help protect your business, your employees, and you.

Your business

		Helpful resources
Business protection	Would your profits be affected if a key employee were to leave, die, or become disabled? Would you be interested in a plan that may reduce the risk of a competitor luring a key employee away from your business?	Key person calculator Succession decision grid Principal® Business Needs Assessment
Business succession	Will you still be running your business in 10, 20, 30 years? Or will it be a key employee, family member, or third party? If transferring to a key employee, do they have a plan to accumulate the liquidity for at least a down payment?	
Key employee retention	Are you losing key employees to competitors?	

Your employees

		Helpful resources
Qualified retirement plans	If you sponsor a 401(k) plan, how is employee participation? Are key employees able to defer as much salary as they'd like?	Retirement Wellness Planner Principal® Benefit Design Tool Principal® Business Needs Assessment
Group and voluntary benefits	Have you considered offering any benefits on a voluntary basis to keep your costs down?	
Key employee retention and retirement	If you were to offer an additional benefit to key employees, would it be more important for you to control the timing of the benefit, or receive a current tax deduction?	

Your lifestyle

		Helpful resources
Retirement	What role will your business play in your retirement?	Business owner retirement analysis sample Life insurance calculator Disability insurance calculator Estate planning questionnaire
Life insurance	When was the last time you reviewed your life insurance coverage to make sure it's enough to meet your loved ones' needs?	
Disability insurance	In addition to having insurance to pay living expenses for you and your family, do you have a plan in place for expenses like rent and payroll if you or a business partner became disabled?	
Legacy and estate planning	Are you concerned about dividing your estate equally, if some family members are active in your business and others aren't? Would your plan be disrupted if the scheduled estate tax changes take place, in 2026?	

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