



## Business Market Administration (BMA)

# The Key to Success in the Business Market

The BMA capabilities from the Principal Financial Group® are a core component of our Business Owner and Executive Solutions (BOES) platform. These capabilities can also be a vital contributor to your success in the business marketplace.

### 10 key benefits available to you and your business clients

- 1. No cost** – All services provided through BMA are complimentary.
- 2. Differentiator** – Set yourself apart in the eyes of your clients and referral sources by offering packaged business solutions providing the support you need before, during and after the sale.
- 3. Customized support** – More than 30 different business plan concepts are supported.
- 4. Business case experience** – The BMA platform has been around for more than 20 years – with dedicated case managers who service only business cases.
- 5. Access** – The platform provides easy online access to plan and policy information for both plan participants and plan sponsors.
- 6. “Back office” support** – Save time and money when you leave the details to us. Whether your client needs §101(j) support, economic benefit reporting, or retirement income re-projections, we’ll help you stay on top of these obligations and more.
- 7. Additional sales** – BMA’s ongoing post-sale support keeps the benefit in front of the employer and serves as a valuable tool to generate additional sales.
- 8. Multi-life sales** – BMA reduces the complexity of Guaranteed Issue/Simplified Issue and multi-life sales through consolidated reporting and list billing.
- 9. Accumulation planning and life insurance** – When life insurance is sold as part of a concept with an accumulation focus, our Executive Benefit Administrators are available to work with you to ensure the product is set up correctly on the front-end, and help you and your clients manage target objectives after the sale.
- 10. Your bottom line** – With all of these no-cost services and competitive products, can you afford not to consider The Principal® for all your business case needs?

## Exceptional service tailored to your business clients' needs

The BMA dedication and service does not end with the sale, that's only the beginning. BMA is with you every step of way!



## Administrative services for more than 30 unique plan designs

Some of the designs include:

- Executive bonus plans (for S corps, C corps, LLCs, not-for-profits)
- Select reward plans
- Key person plans
- Death benefit only plans
- Business continuation general partnership
- Buy-sell (Cross-purchase, entity purchase, wait and see)
- ESOP repurchase plans
- Endorsement split dollar
- Loan Regime split dollar
- Private split dollar

With over 9,500 plans in force and supported through BMA, you can trust The Principal with all of your business owner and executive solutions opportunities.



WE'LL GIVE YOU AN EDGE®

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0001, [www.principal.com](http://www.principal.com)

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

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