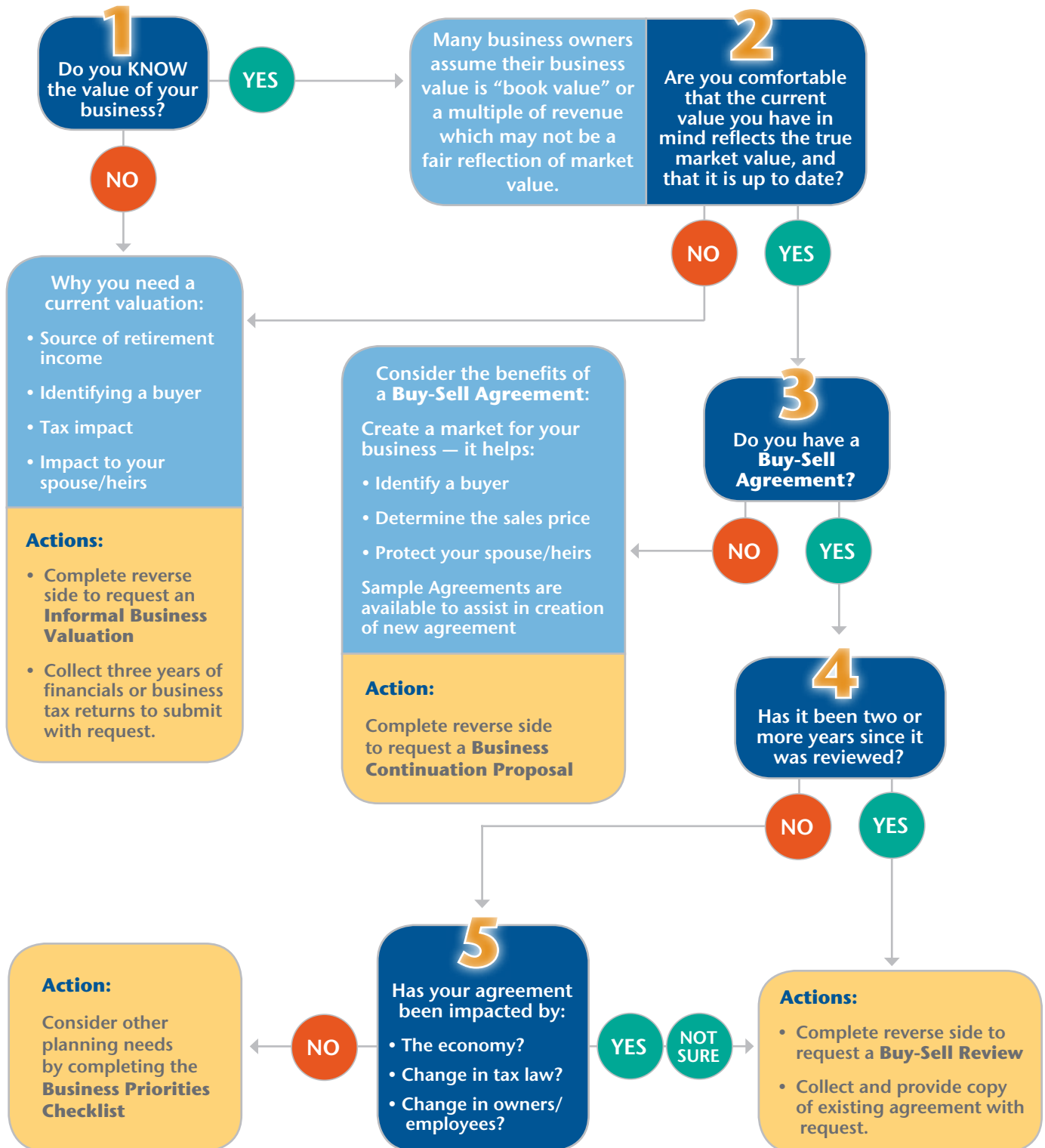


Protect Your Business. Help Secure Your Future.

Your business is your future. We offer complimentary business planning services that can help you protect your business and secure your future. By answering a few key questions, we can help you start the business planning process.



Please complete the following information:

1. Business name: _____
- 1a. Owner(s) name: _____
- 1b. What is the nature of your business? _____
- 1c. Issue state: _____
2. Type of business entity:
 - C corporation S corporation
 - Sole proprietorship* Partnership
3. Total number of employees:
 - 1-9 201-500
 - 10-50 501+
 - 51-200
4. Number of business owners:
 - 1 2 3 4+
5. How many years has the business been operating? _____
6. Annual growth rate: _____%
7. Business tax rate (Enter owner's tax rate if business is taxed as a flow-through organization.): _____%
8. Do you have a buy-sell agreement? Yes No
If yes, provide a copy of the agreement.
9. To whom do you intend to sell?
 - Family Key employee
 - Third party Co-owner
10. Names, phone numbers and addresses of the following professional advisers:
Attorney: _____
Accountant: _____
Banker: _____
11. Three full years of income statements and balance sheets, or
 Three full years of company tax returns

* In addition to providing three years of Schedule Cs, please include an informal balance sheet of business assets and liabilities.

Date: _____ Principal agency/Brokerage General Agency (BGA) office: _____

Proposals will NOT be provided without an indication of a valid Principal agency or BGA partner relationship.

PRODUCER INFORMATION

Producer name: _____

CFP CLU* ChFC* CEBS LUTCF Other: _____

Producer name: _____

CFP CLU* ChFC* CEBS LUTCF Other: _____

Principal Wholesaler: _____

PROPOSAL DELIVERY

Phone number: _____

Email address: _____

Should anyone else (Producer or BGA) receive this proposal?

Name: _____

Email address: _____

Please allow a 5 business day turnaround time from receipt of RFP on all proposals (up to 15 days for a Buy-Sell review).

Questions can be sent to newrfps@exchange.principal.com or call: 1-800-654-4278, ext. 55436.

E-mail RFP to: newrfps@exchange.principal.com or fax RFP to: Case Design Team, 866-946-3209



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