

Learning about Key Person Replacement (KPR) insurance from Principal® is easy. This product profile outlines the key features you need to know to help clients.

## How it works

**A KPR insurance policy provides benefits to a business if a key employee critical to the success of the business becomes totally disabled.** This coverage helps minimize the disruption to a business from losing a valued employee. Benefits are paid to the business and can be used as needed to help offset hiring costs, staffing needs, and replacing revenue.

### A key employee defined

- Critical to the livelihood of a small- to medium-size business
- Working 30+ hours a week (full-time)
- Employed for more than a year
- Does not own more than 50% of the business<sup>1</sup>

### Policy benefits

- Guaranteed premium rate to age 65
- Conditionally renewable to age 65
- Pairs well with key person life insurance
- Benefits can be paid in a lump sum or a combination of monthly and lump sum, and are generally received income tax-free

### Policy discounts and built-in features

- Two discounts available:
  - › 20% Multi-Life<sup>2</sup>
  - › 10% Select Occupation
- Interrupted Elimination Period
- Recurring Disability
- Waiver of Premium Benefit

## Product and underwriting guidelines

- **Issue ages:** 18 to 55
- **Occupation classes:** 5A, 5A-M, 4A, 4A-M, 3A, and 3A-M
- **Benefit payout:** Lump sum or combination of monthly and lump sum
- **Elimination (waiting) periods:** 90, 180, 365,<sup>3</sup> or 730<sup>3</sup> days
- **Issue limits<sup>4</sup>:**
  - › Lump sum: up to \$500,000 (\$5,000 minimum)
  - › Monthly: up to \$20,000
  - › Combination: up to \$750,000

Monthly benefit	Lump sum benefit	Combination
Elimination period	Elimination period	Total potential benefit
90-Day	180-Day	\$560,000
	365-Day	\$680,000
	730-Day	\$750,000
180-Day	365-Day	\$620,000
	730-Day	\$750,000

## Cost for coverage

Premiums are paid by the employer and are based on the key employee's:

- Age
- Gender
- Occupation
- Tobacco status
- State of residence
- Policy structure
- Discounts

### Sample monthly cost for \$300,000 total benefit

Age	Male	Female
30	\$89	\$186
40	\$158	\$289
50	\$305	\$394

Assumptions: Michigan resident, \$100,000 annual salary, lump sum payout, 180 day elimination period, non-tobacco, and 4A occupation class

For illustrative purposes only.

KPR does not reduce the amount of Principal Individual Disability Income (DI) coverage a key person may qualify for.

## Starting the conversation with clients

- **Discuss with life insurance clients.** Bring up this important coverage when discussing succession planning or having an annual review with clients that have purchased life insurance for key employees.
- **Stand out from your competition by offering comprehensive solutions.** Business owners are looking for ways to minimize risk. Help make sure they have all the proper disability solutions in place in the event of the unexpected—at a 20% Multi-Life Discount.
  - › Individual Disability Income insurance and DI Retirement Security enhance an employee benefits package.
  - › Disability Buy-Out (DBO) and Overhead Expense insurance help protect the business investment.

### Example:

Two business owners purchase DBO insurance policies on each other and pay for a KPR policy on an employee (non-owner):

➔ **DBO + DBO + KPR = 20% discount**



Let's connect

Contact your local representative.

Not approved in all states. For details, visit [principal.com/distateapprovals](https://principal.com/distateapprovals).

- <sup>1</sup> If the insured is an owner, the business must be in operation for at least one year for fee-for-service businesses and three years for other business types.
- <sup>2</sup> Available when three or more employees with a common employer purchase individual disability insurance from Principal. In Ohio, only Individual DI insurance and DI Retirement Security receive the discount or count toward the three-employee minimum.
- <sup>3</sup> Available for lump sum benefit only. Note: If both monthly and lump sum benefits are applied for, the elimination period on the monthly benefit must be less than the elimination period on the lump sum benefit.
- <sup>4</sup> Benefits are up to maximums based on three times earned income for lump sum and three times maximum individual Disability Income benefit available.

## principal.com

Disability insurance issued by Principal Life Insurance Company®, a member of the Principal Financial Group®, Des Moines, IA 50392.

For producer information only. Not for use with consumers or 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®, Principal Financial Group®, and Principal and the logomark design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.

