

Could you benefit from our business planning services?

Requesting complimentary services from Principal® can be that first simple step to helping you secure your financial future. Not sure if taking this step is right for you? Take a couple minutes to answer these questions.



Ready to request services?

You need to know informal business valuations are not available for the following:

- Farms/ranches
- Real estate holding companies
- Businesses with commission as the primary revenue
- Companies with gross revenue of less than \$500,000
- Companies engaging in criminal activity
- Rental properties, such as B&Bs and hotels
- Small real estate agencies

Gather this information and submit this form, along with your most recent **three full years of financials**.

Which proposal(s) are you requesting?

☐ Buy-Sell Review

☐ Informal Business Valuation (see front for qualifications)

1. Business name: _____
- 1a. Number of business owners: ☐ 1 ☐ 2 ☐ 3 ☐ 4+
- 1b. Owner(s): Name _____ DOB _____ Ownership % _____
- #1 _____
- #2 _____
- #3 _____
- #4 _____
- 1c. Children of owners: Number in business _____
Outside of business _____
- 1d. Nature of business/industry: _____
- 1e. Headquarters – City, State: _____
- 1f. Does the business own any real estate? ☐ Yes ☐ No
2. Total number of employees: ☐ 0-10 ☐ 11-50
☐ 51-100 ☐ 101-200 ☐ 201-1,000 ☐ 1,001+
3. Years the business has been operating: _____
4. Type of business entity and tax status:
- ☐ Corporation
Taxed as: ☐ C corporation ☐ S corporation
- ☐ LLC
Taxed as: ☐ Partnership ☐ C corporation
☐ S corporation
- ☐ Partnership
- ☐ Sole proprietorship (if submitting Schedule Cs, please include an informal balance sheet of business assets and liabilities)
5. Names of the following professional advisors:
- Attorney: _____
- Accountant: _____

6. Current estimated business value: _____
7. Expected future growth rate: _____ %
8. When do you intend to sell/transfer your business?
☐ In the next year or two; ☐ Within 2-5 years;
☐ In 5 - 10 years; ☐ More than 10 years from now
- 9a. Do you have a buy-sell agreement? ☐ Yes ☐ No
If yes, provide a copy of the agreement.
- 9b. If you don't have a buy-sell agreement in place, to whom do you intend to transfer the business?
☐ Third party ☐ Co-owner
☐ Key employee ☐ Family
- 9c. If transferring to family, do you intend to transfer by:
☐ Sale ☐ Gift
☐ Inheritance ☐ Unsure

Required by financial professional:

Financial professional and proposal delivery information

Proposals will NOT be provided without an indication of a valid Principal agency, or BGA office number, and/or bank/wire relationship.

10. Principal agency/BGA office name and number: _____
11. Principal wholesaler _____
12. Financial professional:
Name and designations: _____
Phone: _____
Email: _____
13. Bank/wire relationship: _____
14. Should anyone else (financial professional or BGA) receive this proposal?
Name: _____
Email address: _____

Submit your request

Financial professionals must submit form via email to newrfps@exchange.principal.com or fax to 866-946-3209.

From receipt of completed RFP and all necessary documents, please allow 5-7 business days for Proposals and up to 15-18 days for a Buy-Sell Review.

Questions can be sent to newrfps@exchange.principal.com or call **833-803-8345**.

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0001, principal.com

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