

Group Benefits

Celebrate your success

Boost your sales and enjoy the rewards
with the Privileged Partner Program

Sell more, retain more, earn more.

It's not every day you're rewarded for your hard work, but it should be. That's what the Principal® Privileged Partner Program¹ is all about—acknowledging your value to us and to your clients.

Through the program, Principal recognizes top-producing brokers—like you—for new and retained business with us. First and foremost, it's about thanking you for counting Principal among your trusted carriers.

Two levels of recognition²

The Privileged Partner Program provides our highest level of available services, business support, and additional compensation. There are two prestigious membership levels: Elite and Platinum. Membership is based on the number of new Principal coverages³ you've placed, the premium persistency⁴ of your group benefits block with Principal, and for Elite qualifiers, the amount of inforce premium. As your business with Principal grows, so will your rewards and status.

How do you qualify? Here's the breakdown:

Elite

70 new coverages, 86% premium persistency, and \$1 million inforce premium in the previous calendar year

OR

60 new coverages, 86% premium persistency, and \$3.5 million inforce premium in the previous calendar year

Platinum

40 new coverages, 86% premium persistency, and \$500,000 inforce premium in the previous calendar year

OR

30 new coverages, 86% premium persistency, and \$1.5 million inforce premium in the previous calendar year

Additional bonus

You can also earn an additional bonus for placing and maintaining group benefits business with Principal. It applies to coverages sold in the year of your Elite or Platinum status. For example, if you're a qualifier this year, the bonus would apply to coverages sold this year, and the bonus would be paid next year. Renewals are not included in this program.

Qualification criteria	Bonus formula
Elite or Platinum qualifier and 50-69 new coverages	1% x annualized first-year premium
Elite or Platinum qualifier and 70+ new coverages	2% x annualized first-year premium

Coverages must be eligible under the group benefits bonus program.

The bonus factor is applied to the business that qualifies your local office for the Elite or Platinum level of the Privileged Partner Program.

The annualized premium used to calculate the bonus per coverage per case is the same as the group benefits bonus.

Service features and benefits

for Privileged Partner Program qualifiers

Service feature	Potential benefits	Elite	Platinum
Prestigious broker summit	A unique opportunity to network with other brokers and get insights you can use; enjoy a one-of-a-kind location with luxurious accommodations ⁵	<input type="radio"/>	
Discretionary marketing dollars ⁶	Grow your business and provide exposure for both you and your firm	<input type="radio"/>	<input type="radio"/>
Dedicated group benefits teams	Personalized assistance with policy questions, status inquiries, and more through your dedicated administration and claim services teams	<input type="radio"/>	<input type="radio"/>
Potential additional compensation	Gives you the opportunity to earn an additional 2% bonus on qualifying premium	<input type="radio"/>	<input type="radio"/>
Dedicated relationship manager	Serves as your single point of contact at the Principal corporate office and is dedicated to your success by providing focused attention on your specific needs	<input type="radio"/>	<input type="radio"/>
Reporting package	Provides a summary of your book of business, year-to-date estimated bonus information, and more	<input type="radio"/>	<input type="radio"/>
Preferred pricing on eBenefits Edge Total Management, our benefit data management tool for employers	Provides reduced pricing for each of your clients based on the amount of inforce premium you've placed with Principal	<input type="radio"/>	<input type="radio"/>
Preferred pricing from Ameriflex on flexible spending accounts	Provides reduced pricing on flexible spending accounts	<input type="radio"/>	<input type="radio"/>
Dedicated website	Visit principal.com/principalpartner for detailed information about the features and benefits of the Privileged Partner Program	<input type="radio"/>	<input type="radio"/>
Access to select employee discounts from Principal	Provides discounts to save your local office money on shipping, office supplies, cell phones, computers, and travel	<input type="radio"/>	<input type="radio"/>



Let's connect

Contact your local sales representative or go to principal.com.

¹ Principal Privileged Partners are highly valued group benefits producers and have not entered into a legal partnership with any company of the Principal Financial Group®.

² Based on the business sold through a specific Principal group benefits sales office. Business assigned to a specific tax ID is not rolled up for purposes of this program.

³ New coverages must include at least five lives as of 12/31 and are determined by business sold through a local office. Please talk to your local sales representative for specific details. If the new coverage is effective and terminates in the same year, the coverage does not count toward the new coverage requirement.

⁴ Persistency is calculated based on active group benefits premium in force as of 1/1 and still in force 1/1 of the following year. If the new coverage is effective and terminates in the same year, the premium does not count toward the persistency requirement.

⁵ Includes tax-qualified meetings. If business meetings are attended, the trip is not taxable to you.

⁶ Final determination of availability and use of marketing funds rests solely with Principal Life.



[principal.com](https://www.principal.com)

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

Final determination of qualification, bonus amount, and/or payment rests solely with Principal. All services, features and benefits are subject to availability and may change without notice. Financial professionals of some broker dealer firms may not be eligible for certain components of the Group Benefits Privileged Partner Program. Contact your local Principal representative for more information. Your broker dealer firm may have policies that require you to receive compliance approval to participate in the Group Benefits Privileged Partner Program, and we suggest you check with the appropriate people prior to participating in the program. This program may be changed or discontinued at any time.

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