Why be in the retirement plan business?

How retirement plans can help build your practice.

There's opportunity waiting for you. If you haven't tapped into the retirement plan market, you could potentially be leaving valuable relationships and opportunities on the table.

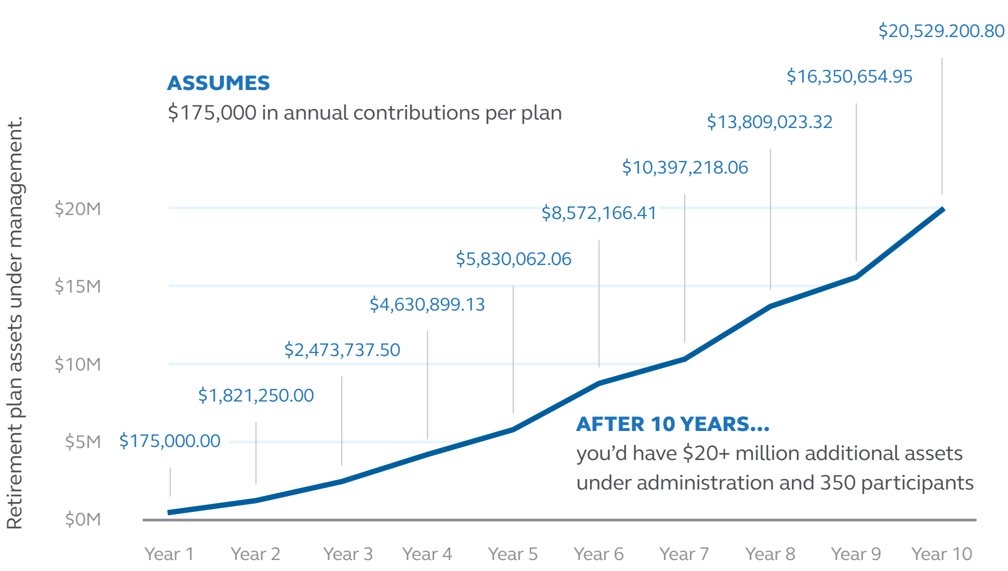
Retirement plans offer access to hundreds of potential clients you may have never met. If you're a financial professional on a retirement plan, you have an automatic tie to the plan's participants, many of whom may be looking for a little guidance. That's where you can help.

And it doesn't take many plans to help grow your business. Just think of the possibilities, starting with **ONE**.

How it could work

Even if you just add ONE plan per year, your assets under administration could grow to over $20 million. And you could have access to over 350 participants who you may not have known before. This provides you with an opportunity to work with more potential individual clients. Here's how.

Winning just one plan a year can add up.



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ASSUMPTIONS:

- Financial professional sells one plan at the beginning of each year (start-up plans in years 1, 3, 5, 7, 9 and transfer plans in years 2, 4, 6, 8, 10)
- Transfer plans = $1.2 million in assets; 35 participants; $175,000 in annual contributions
- Start-up plans = 35 participants; $175,000 in annual contributions
- Rate of return = 7%

The assumed rate of return in this chart is hypothetical and does not guarantee any future returns nor represent the returns of any particular investment. This is for illustrative purposes only.

Let’s talk

Thinking of testing the waters in the retirement plan industry but worried you’re not an expert? You don’t have to be, we’re here to help you gain the confidence you need to jump into the retirement market and can provide the support you need.

Contact your local Principal® representative or our Advisor Support Team at **800-952-3343** to get started. We’re happy to help!

Principal®