

Protecting Key Employees

Does the **Success** of your client's business
Depend on a few **Key Employees**?

If the answer is yes, then a Key Person Plan
may be a smart protection strategy.

Key person insurance is purchased and owned by a business on the life of a key employee. This type of coverage protects the business against financial losses resulting from the death of a valued worker, whether or not the employee is an owner of the business.

Financial Risk Key Questions:

- Would the financial soundness of the business be threatened by the death of a key employee?
- Would the business have a difficult adjustment period following the death of a key employee?

The Permanent Life Insurance Solution Provides:

- Death benefit protection that helps keep lines of credit open
- Funds to replace and train a new employee
- Completion of ongoing projects and initiatives
- Policy cash values through loans and withdrawals to meet unexpected business expenses.¹

1. Policy loans and withdrawals reduce the policy's cash value and death benefit and may result in a taxable event.

2. Riders are optional and available at additional cost.

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