



Help clients offer benefits that can beat their competition

Position yourself as an industry leader in the small employer market. Let your clients know how their group insurance and retirement benefits compare to their peers by using the **Principal Benefit Design ToolSM**.

If you've used this tool before, you're in for a pleasant surprise. You'll find new content, a more user-friendly experience, and the addition of retirement plan design features.

Leverage this tool for clients with 3-100 employees by:

Get comparisons for:

- Group life
- Group dental
- Group disability
- 401(k) and 403(b)

[Learn more about the tool and share with clients](#)

- Sharing a report with your client showing how their benefits stack up to their peers
- Exploring options for clients offering benefits for the first time
- Testing a benefit design before making a recommendation to your client

After answering a few questions, your clients' benefits are compared to similarly sized Principal customers in their industry and region. Personalized results show if their benefits are in line with, greater than, or less than their peers.

Help give your clients the confidence of knowing where they stand with employee benefits. Use or share the Principal Benefit Design Tool today!