



## Offer employers and their employees solutions to help protect what matters most

September is Life Insurance Awareness Month (LIAM)—a great opportunity to reignite the conversation with employers who don't currently offer life insurance.

### Group life insurance options

Principal<sup>®</sup> offers employer-paid group term life and voluntary term life (VTL) coverage with the contract flexibility needed to meet a variety of needs. And employees and dependents can convert their coverage by purchasing individual insurance if coverage terminates. [Get product details](#)

### VTL benefit increase feature

A VTL open enrollment period—available annually at policy anniversary—allows employees and dependents to add new or increase coverage without proof of good health during each annual enrollment period up to the maximum benefit.

- The open enrollment period is the calendar month immediately prior to the policy anniversary.
- An increase in coverage is not required in the prior year to be eligible to request an increase the following year.
- Clients with a \$10,000, \$20,000, or \$25,000 increment benefit design also have an open enrollment period available to them annually. They can add new or increase existing life coverage up to

two benefit increments (depending on the benefit design) without proof of good health.

## Additional services to talk about

- **Will and legal document center.** Provides free access to resources and tools provided by ARAG<sup>1</sup> to create a Will, Living Will, Healthcare Power of Attorney, Durable Power of Attorney and Medical Treatment Authorization for Minors.  
[Share details with clients](#) | [Share video with clients](#) (2:01)
- **Identity theft kit.** The kit from ARAG provides information on protecting oneself from identity theft.
- **Beneficiary support.** Grief support services give beneficiaries support to help cope with their loss.

Available with group term life insurance only:

- **Travel assistance program.**<sup>2</sup> Employees, their spouses and dependent children (whether traveling together or separately) have access to travel, medical, legal, and financial assistance—plus emergency medical evacuation benefits—when traveling domestically or internationally more than 100 miles from home for up to 120 consecutive days. [Share details with clients](#)

### New survey shows the pulse of business owners

Take a look at the latest [Principal Financial Well-Being Index™](#) to see where businesses are in light of COVID-19 and how they look at the future.

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