

# Could you benefit from our business planning services?

Requesting complimentary services from Principal® can be that first simple step to helping you secure your financial future. Not sure if taking this step is right for you? Take a couple minutes to answer these questions.



## Ready to request services?

You need to know informal business valuations are not available for the following:

- Farms/ranches
- Real estate holding companies
- Businesses with commission as the primary revenue
- Companies with gross revenue of less than \$500,000
- Companies engaging in criminal activity
- Rental properties such as B&Bs and hotels
- Small real estate agencies

Gather this information and submit this form along with the most recent **three years of financials**.

**Which proposal(s) are you requesting?**

☐ Buy-Sell Review

☐ Informal Business Valuation (see front for qualifications)

1. Business name: \_\_\_\_\_

1a. Number of business owners: ☐ 1 ☐ 2 ☐ 3 ☐ 4+

1b. Owner(s): Name \_\_\_\_\_ DOB \_\_\_\_\_ Ownership % \_\_\_\_\_  
#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

#4 \_\_\_\_\_

1c. Children of owners: Number in business \_\_\_\_\_  
Outside of business \_\_\_\_\_

1d. Nature of business/industry: \_\_\_\_\_

1e. Headquarters – City, State: \_\_\_\_\_

1f. Issue state: \_\_\_\_\_

2. Total number of employees: ☐ 0-10 ☐ 11-50  
☐ 51-100 ☐ 101-200 ☐ 201-1,000 ☐ 1,001+

3. Years the business has been operating? \_\_\_\_\_

4. Do you have a buy-sell agreement? ☐ Yes ☐ No  
If yes, provide a copy of the agreement.

5. Type of business entity and tax status:

☐ Corporation

Taxed as: ☐ C corporation ☐ S corporation

☐ LLC

Taxed as: ☐ Partnership ☐ C corporation  
☐ S corporation

☐ Partnership

☐ Sole proprietorship (if submitting Schedule Cs, please include  
an informal balance sheet of business assets and liabilities)

6. Current estimated business value: \_\_\_\_\_

7. Annual growth rate: \_\_\_\_\_ %

8. If there is no written buy-sell agreement, to whom do  
you intend to sell? ☐ Family ☐ Key employee  
☐ Third party ☐ Co-owner

9. Names of the following professional advisers:

Attorney: \_\_\_\_\_

Accountant: \_\_\_\_\_

10. Attach the most recent three years of income statements  
and balance sheets, or three full years of company tax returns

**Producer and proposal delivery information**

*Proposals will NOT be provided without an indication of a valid Principal agency, or  
BGA office # and/or bank/wire relationship.*

11. Principal agency/BGA office name and number: \_\_\_\_\_

12. Principal wholesaler \_\_\_\_\_

13. Advisor name: \_\_\_\_\_

☐ CFP® ☐ CLU® ☐ ChFC® ☐ LUTCF

☐ Other \_\_\_\_\_

14. Advisor phone: \_\_\_\_\_

15. Advisor email: \_\_\_\_\_

16. Bank/wire relationship: \_\_\_\_\_

17. Should anyone else (Producer or BGA) receive this proposal?

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

**Submit your request**

**Financial professionals must submit form via email to [newrfps@exchange.principal.com](mailto:newrfps@exchange.principal.com) or fax to 866-946-3209.**

From receipt of completed RFP and all necessary documents, please allow 5-7 business days for Proposals and up to 15-18 days for a Buy-Sell Review.

**Questions** can be sent to [newrfps@exchange.principal.com](mailto:newrfps@exchange.principal.com) or call **833-803-8345**.

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