Explore Sales Opportunities with Optometrists

This guide is an introduction to the Individual Disability Insurance (IDI) sales opportunities available with optometrists. There are over 34,000 optometrists in the U.S. today and many are likely not adequately protecting their incomes from the unexpected. Use this guide to develop a deeper understanding of optometrists and their unique needs. Then use that knowledge, along with the approach materials found at www.principal.com/Optometrists, to build your IDI business.

As you proceed through this guide, think of qualified prospects and how you might use this information as you talk with them. There is space on page 16 to keep track of their names and contact information.

Table of contents

Why Target Optometrists? ......................................................... 1
Understanding the Optometrist Market ..................................... 2
Disability Solutions for Optometrists ....................................... 6
   Personal Needs ................................................................. 8
   Business Needs .............................................................. 9
   Employee Benefit Needs .................................................. 10
Sales Opportunities for Business Owners ................................. 11
The Sales Meeting .............................................................. 12
Success Stories ................................................................. 15
Qualified Prospects ............................................................ 16
Why Target Optometrists?

Optometrists are ideal for IDI solutions because they:

- Are highly trained and educated
- Typically earn a significant income (that needs to be protected!)
- Are often small business owners with multiple needs
- Can be independent contractors who are not covered under a group long-term disability (LTD) plan

Everyone in the working population needs to protect their most valuable asset – their ability to work and earn an income. Studies show that two-thirds of people (67 percent) are very concerned about their long-term financial future, yet only 22 percent have disability insurance.2

There are a variety of conditions that can cause disabilities (not just injuries). Just take a look at these Principal Life Insurance Company Individual Disability Income (DI) claims specifically for optometrists:

<table>
<thead>
<tr>
<th>ISSUE AGE</th>
<th>AGE AT DISABILITY</th>
<th>CONDITION</th>
<th>AMOUNT</th>
<th>DURATION (MONTHS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>41</td>
<td>Myalgia and Myositis</td>
<td>$271,185</td>
<td>112</td>
</tr>
<tr>
<td>42</td>
<td>55</td>
<td>Rheumatoid Arthritis</td>
<td>$26,403</td>
<td>25</td>
</tr>
<tr>
<td>53</td>
<td>54</td>
<td>Blood clot in the leg</td>
<td>$16,200</td>
<td>20</td>
</tr>
<tr>
<td>26</td>
<td>28</td>
<td>Pregnancy complications</td>
<td>$19,688</td>
<td>8</td>
</tr>
<tr>
<td>49</td>
<td>57</td>
<td>Back disorder</td>
<td>$287,198</td>
<td>25</td>
</tr>
<tr>
<td>33</td>
<td>51</td>
<td>Ovarian Cancer</td>
<td>$42,788</td>
<td>25</td>
</tr>
<tr>
<td>43</td>
<td>62</td>
<td>Alzheimer's Disease</td>
<td>$120,000</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: Principal Life claims for optometrists as of 12/31/12. This is not intended as a comprehensive representation of circumstances surrounding the claims displayed, an inclusive representation of all claims, or a promise to pay any specific claim.

DID YOU KNOW?

The majority of disabilities are caused by illnesses – not accidents.3
Understanding the Optometrist Market

An optometrist is a physician who has been educated and trained by an accredited institution to diagnose, treat and manage diseases, injuries, and other disorders of the eyes. They also prescribe glasses and/or contact lenses when needed. In addition, they may provide vision therapy or rehabilitation, pre- and post-operative examinations, and evaluate patients for the presence of diseases like diabetes.

Some optometrists choose to specialize in certain types of care, such as treating people with low vision, pre- or post-operative care, pediatrics, geriatrics, sports vision, head trauma, etc. Others focus on research and teaching, which usually requires advanced education.

Average annual salary: $109,810
Education: Doctor of Optometry (O.D.)
State license: Required in each state
Number of jobs in 2010: 34,200
Job growth by 2020: 33% (the national average is 14%)

WHY THE NEED FOR OPTOMETRISTS IS GROWING

As the population ages, vision problems are worsening.
• 20.5 million people age 40 or older have cataracts, while 2.2 million have glaucoma.
• The obesity epidemic has led to more vision problems – 5.3 million people age 18 or older have diabetic retinopathy, a vision problem caused by diabetes.

A day in the life of an optometrist

While optometrists work in a variety of types of practices, their work is quite similar.

During a typical day, an optometrist might:
• Perform vision tests and check for eye diseases, such as glaucoma, or identify symptoms of other medical concerns, like diabetes
• Prescribe eyeglasses, contact lenses and medications
• Provide treatment such as vision therapy or low-vision rehabilitation
• Provide pre-and post-operative care to patients undergoing eye surgery
• Promote eye health by discussing vision care with patients
• Take care of the needs of the business (human resource responsibilities, ordering supplies, etc.)
Types of optometrist practices

- 50% in optometrist offices
- 13% in physician offices
- 8% in health and personal care stores
- 22% self-employed
- 5% other
- 2% in outpatient care centers

DID YOU KNOW?

Optometrists are a 5A-Select occupation, which means they are eligible for a 10% Select Occupation Discount. Plus, if they belong to a professional association, they are eligible for an additional 10% Association Discount on single-life cases.
BECOMING AN OPTOMETRIST

DID YOU KNOW?
The average 2011 college debt was $140,000 for graduates of public optometry programs and $175,000 for graduates of private optometry programs.  

Admission to optometry school
- 20 programs are available nationally and there are 1.5 applicants for every seat available.  
- Admission is highly competitive.  
- Most applicants focus their undergraduate studies on biology, physics, chemistry and other math and social science classes.  
- Just over 1,300 students graduate each year.  

Optometry school (four years)
- The first two years are spent in classrooms, laboratories and clinics learning basic health sciences, optics and vision science.  
- The third year is a blend of both classroom time and clinical work.  
- The fourth year is dedicated to clinical training, with students working in several environments, such as military facilities, VA hospitals, public health hospitals and private practices.  

State licensing
To begin practicing, students must successfully:
- Graduate from one of the 20 programs  
- Complete Parts I and II of the National Board examinations offered by the National Board of Examiners in Optometry (NBEO)  
- Receive approval from their state licensing board  

Marketing Tip: Some programs offer business classes. Try volunteering to teach a class on insurance and financial needs. 

CONTINUING EDUCATION

Ongoing education for state licenses
- Optometrists must fulfill their state’s requirements for Continuing Education (CE) to maintain their licenses. These vary from state to state. You can find CE requirements by state at www.arbo.org (Association of Regulatory Boards of Optometry).  
- Courses are generally offered by associations, optometry schools and other healthcare organizations.  

Marketing Tip: Consider sponsoring an event or table during an industry or association event in your area.
**BOARD CERTIFICATION**

**Board certification/specialists**
- Some optometrists become board certified by the American Board of Optometry (ABO). This certification is voluntary.
- To become board certified, optometrists must pass an exam that demonstrates they have kept up-to-date in their learning, including studying the latest advances in technology.
- The board certification lasts for 10 years, as long as the optometrist completes the Maintenance of Certification Requirements.

**Marketing Tip:** When a practice has a board-certified optometrist, encourage the business owner to consider a Key Person Replacement policy for him or her.

**ASSOCIATIONS**

Most optometrists belong to at least one professional association. These associations give them the opportunity to network, attend CE seminars and learn about changes in the industry.

**Marketing Tip:** Reach out to your state or local association and offer to provide financial education.
Disability Solutions for Optometrists

There are many components to financial security, but an individual’s ability to work and earn an income is what makes everything else possible. Most optometrists, like many individuals, insure their homes, cars and personal property, yet may not think of insuring the one thing that provides for everything else – their income.

Approximately 30 percent of optometrists work in retail stores,¹ many as independent contractors. This means they likely don’t have group LTD coverage through their employer. In many cases, these optometrists don’t realize the income protection gap they face.

Other optometrists own their own practice. These optometrists face a “triple threat,” having to think about their personal, business and employee benefit needs. If these optometrists become too sick or hurt to work, how would they:

1. **Keep a roof over their heads?** How could they make ends meet without their income? Would they still be able to afford their home? Car payments? Groceries?

2. **Keep the doors of the business open?** Even though the owner of a practice or a key employee is too sick or hurt to work, business expenses continue and must be paid.

3. **Keep the business investment intact?** If an owner cannot return to the business, would the business be able to continue?

Principal Life offers a comprehensive portfolio of IDI solutions to help optometrists protect against these threats.
## PERSONAL NEEDS

- **Individual Disability Income (DI)** insurance protects income by providing a monthly “paycheck” to help pay daily living expenses in the event of a disability.

- **DI Retirement Security (DIRS)** helps protect an individual’s ability to continue saving for retirement in the event of a disability.

  **Marketing Tip:** Optometrists who are business owners or independent contractors likely do not receive any employer match for their retirement funds. This makes their own contributions even more critical.

## BUSINESS NEEDS

- **Overhead Expense (OE)** insurance reimburses the disabled business owner for fixed business expenses.

- The **Business Loan Protection (BLP)** rider can be added to an OE policy and helps protect a totally disabled business owner’s business-related loan(s), such as the purchase of his/her practice or expensive equipment.

- **Key Person Replacement (KPR)** insurance provides benefits to a business if a covered key employee, critical to the success of the business, becomes totally disabled.

- **Disability Buy-Out (DBO)** insurance funds a buy-sell agreement if one or more of the owners cannot return to work due to a total disability.

  **Marketing Tip:** Use flier JJ1844 to show how Key Person Replacement and Disability Buy-Out policies can work together to help business owners manage risk in the long and short term.

## EMPLOYEE BENEFIT NEEDS

**Multi-life Solutions** are available when at least three or more employees from the same employer purchase coverage. They can be added to employee benefit programs on a voluntary or employer-paid basis or a combination of both.

**Marketing Tip:** The Multi-Life Discount can make a multi-life offering less expensive than an owner covering only him or herself, especially if the employees pay all or some of their premiums. Show how this is possible using flier JJ1622C.
### PERSONAL NEEDS

<table>
<thead>
<tr>
<th>SOLUTIONS</th>
<th>KEY TERMS AND ITEMS TO NOTE</th>
</tr>
</thead>
</table>
| **Individual Disability Income (DI) insurance** helps individuals protect their ability to work and earn an income. 
In the event of a qualifying disability, this policy provides **monthly benefits to help pay for daily living expenses**, which may include increased medical expenses. 
Coverage typically costs just 1-3 percent of an individual’s income. 
Any benefits received are income tax-free when premiums are paid with after-tax dollars. | **A basic policy covers a Total Disability**; riders can be added to the policy to customize a solution for your client. 
**Elimination Period** is the length of time before benefits are available after incurring a disability. 
- **Elimination period options**: 30, 60, 90, 180 or 365 days 
- **Common selection**: 90-day or 180-day elimination period 
**Benefit Period** is the length of time benefits are paid (after the elimination period is satisfied). 
- **Benefit period options**: two years, five years, to age 65, to age 67, and to age 70 
- **Common selection**: To age 65 or to age 67 
**Your Occupation Period** is the length of time the insured is protected in his or her specific occupation and is not required to work in another occupation. 
- **Your Occupation period options**: two years, five years, to age 65, to age 67, and to age 70 
- **Common selection**: Matching the Your Occupation period to the Benefit Period 
**Monthly Benefit Amount** depends on a variety of factors, including income, occupation and existing coverage. |
| **DI Retirement Security** helps individuals continue saving for retirement. In the event of a disability, benefits are paid to an irrevocable trust to be accessed as retirement income. 
When a disability occurs, most can no longer save for retirement (due to loss of income), contribute to 401(k) plans and receive their employer’s match (if available) or contribute to Social Security. | **Minimum annual income** to qualify is $76,000. 
**Maximum monthly benefit amounts (2013):**
- The lesser of $4,300/month or 15% of annual earned income if paid by an individual 
- The lesser of $5,525/month or 19% of annual earned income if paid by an employer 
**Elimination periods** of 180 or 365 days are available. 
**Benefit periods** to age 65 or to age 67 are available to correspond with retirement ages. 
**Several investment options** are available, including trust options, an annuity and mutual funds, upon a qualifying disability. 
**Early withdrawals** are possible for certain hardships. |

---

**DID YOU KNOW?**

The average optometrist’s Individual DI insurance premium is $2,100/year.¹⁴
## BUSINESS NEEDS

<table>
<thead>
<tr>
<th>SOLUTION</th>
<th>KEY TERMS AND ITEMS TO NOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overhead Expense (OE) insurance</strong>&lt;sup&gt;10&lt;/sup&gt; reimburses a business owner for expenses incurred during a disability. Covered expenses are those that are deductible for federal income-tax purposes. OE is intended to help cover short-term needs. The policy is ideal for business owners whose personal service is key to the continued earning of business income.</td>
<td>The base policy covers a Total Disability; riders can be added to customize a solution. <strong>Elimination Period</strong> is the length of time before benefits are available after incurring a disability: 30, 60 or 90 days. <strong>Benefit factors</strong> is the length of time benefits are paid (after the elimination period is satisfied): 12, 15, 18, 24 or 30 factors available. <strong>Maximum number of owners</strong> (earning at least $15,000/year): • 8 for fee-for-service businesses • 4 for other types of businesses <strong>Monthly benefit amount</strong>: Varies based on current covered business expenses and the type of business. <strong>Benefit maximum</strong> is up to $50,000/month (additional guidelines apply). <strong>Riders</strong>: • Future increase options — Future Benefit Increase and Benefit Update • Business Loan Protection&lt;sup&gt;10&lt;/sup&gt; • Residual Disability Benefit <strong>Taxation</strong>: • Premiums are deductible as a necessary business expense. • Any benefits received are taxable.</td>
</tr>
</tbody>
</table>

Available on OE policies, the **Business Loan Protection rider**<sup>10</sup> covers loans that are taken out for business-related expenses, such as: • Purchase or expansion of a practice or business • Purchase of expensive equipment • Facility renovations or improvements • An increase in working capital or build-up of inventory • Purchase of a building or land (for the sole use of the business) | **Benefit amount** is based on loan obligation. The rider covers a Total Disability only up to $20,000/month **Benefit maximum** is up to $2 million **Benefit Period** is the end of the financial obligation or earlier (three-year minimum) **Elimination Periods** of 30, 60, 90, 180 and 365 days are available. **Types of loans considered for coverage** include term, variable rate, commercial mortgage and lease financing. |

**Key Person Replacement (KPR) insurance**<sup>10</sup> provides benefits to a business in the event a key employee becomes totally disabled. • The business owns the policy on the key employee. • Benefits offset the costs of recruitment, temporary staffing, a revenue gap, etc. • Creates goodwill by showing there is a contingency plan in place. | The policy covers a Total Disability only. **Benefit payout**: Lump sum, monthly or a combination **Elimination Periods** • Monthly: 90 or 180 days • Lump sum: 180, 365 or 730 days **Benefit amount**: Varies based on key employee’s earned income. **Benefit maximum** is up to $500,000 (additional guidelines apply). **Taxation**: Benefits are generally received income tax-free. |

---

<sup>10</sup> For more information, contact your insurance provider or an independent insurance agent.
BUSINESS NEEDS

<table>
<thead>
<tr>
<th>SOLUTION</th>
<th>KEY TERMS AND ITEMS TO NOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Disability Buy-Out (DBO)</strong></td>
<td>The policy covers a Total Disability only.</td>
</tr>
<tr>
<td></td>
<td>Elimination Periods of 365, 540 or 730 days available.</td>
</tr>
<tr>
<td></td>
<td>Benefit payout of lump sum, monthly or a combination available.</td>
</tr>
<tr>
<td></td>
<td><strong>Number of owners</strong> (by occupation class):</td>
</tr>
<tr>
<td></td>
<td>• 5A, 5A-M, 4A, 4A-M: 2 to 10</td>
</tr>
<tr>
<td></td>
<td>• 3A, 3A-M, 2A: 2 to 8</td>
</tr>
<tr>
<td></td>
<td>• A: 2 to 6</td>
</tr>
<tr>
<td></td>
<td><strong>Benefit amount</strong>: Varies based on business value.</td>
</tr>
<tr>
<td></td>
<td><strong>Benefit maximum</strong>: Up to $3 million (additional guidelines apply)</td>
</tr>
<tr>
<td></td>
<td><strong>Rider</strong>: Benefit Update</td>
</tr>
<tr>
<td></td>
<td><strong>Taxation</strong>:</td>
</tr>
<tr>
<td></td>
<td>• Premiums are not deductible.</td>
</tr>
<tr>
<td></td>
<td>• Benefits are received income tax-free.</td>
</tr>
<tr>
<td></td>
<td>• A transfer from the disabled owner to the nondisabled owner may be considered a taxable event if there is an increase from the original basis.</td>
</tr>
<tr>
<td></td>
<td>• The disabled owner is taxed on the gain from the sale of the business. Any portion of the payout structured as non-compete or severance pay may be taxed differently. The gain may be considered an installment sale if at least one payment is received after the close of the tax year in which the sale was made.</td>
</tr>
</tbody>
</table>

A buy-sell agreement mandates how ownership interest is transferred in the event of a business owner’s death or total disability (in addition to other causes). It ensures a definite price and buyer for a disabled owner’s business interest and helps facilitate a smooth and complete transition of management.

**Buy-sell agreement structures:**
- Cross purchase – Each business owner purchases and owns a DBO insurance policy on each of the other business owners.
- Entity purchase – The business purchases and owns DBO insurance policies on each of the owners.

EMPLOYEE BENEFIT NEEDS

<table>
<thead>
<tr>
<th>SOLUTION</th>
<th>KEY TERMS AND ITEMS TO NOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employee Benefit</strong></td>
<td>Individual DI insurance may be offered as stand-alone coverage or as a supplement to group long-term disability insurance.</td>
</tr>
<tr>
<td></td>
<td>A Multi-Life Discount is available when three or more employees with the same employer purchase coverage from the same producer.</td>
</tr>
</tbody>
</table>

**Note:** Not all benefits, features and riders are available in all states or to all occupation classes. Product and benefit features differ in California.
Sales Opportunities for Business Owners

Principal Life offers complimentary business planning services to help you get in front of business owners, such as optometrists. These services provide them with valuable information about their businesses and can:

• Open doors for business continuation discussions
• Lead to sales of business products, personal income protection, executive benefits, life insurance and much more

Open doors today using these services:

**BUY-SELL REVIEWS**

A team of CPAs and attorneys at Principal Life reviews clients’ buy-sell agreements to ensure they’re effective and properly funded. This process helps you gather important information to help meet optometrists’ exit planning needs.

**INFORMAL BUSINESS VALUATIONS**

Performed by a team of CPAs and consultants, this informal valuation of your client’s business helps identify next steps for business continuation planning.

**FINANCIAL PRIORITIES**

To help fact-find and prioritize specific IDI needs, use the Financial Priorities checklist (JJ1640) throughout the sales process with clients. For a more comprehensive approach, use JJ1834 to evaluate their needs and guide the conversation.

For more information visit www.principal.com/BusinessPlanningServices.
The Sales Meeting

APPROACH TIPS

When working with this market:
• Be mindful of their time. They are commonly in appointments for the majority of the day. To set up a meeting, use Principal Life’s telephone script (DI8741).
• Present facts in a straightforward manner.
• Make the sales presentation personal by sharing real-life stories.
• Ask them to think of a patient who may have been unable to work due to an eye injury or disease – they’ve likely had first-hand experience with this.

To find optometrists in your area, search the yellow pages, ask friends and family who they go to, explore connections on LinkedIn, or visit www.aoa.org.

Understand your prospect

As with any relationship or client, the more you know about optometrists and their work environments, the better you can recommend appropriate disability solutions or customize your sales approach. Here are a few examples:

INVESTING IN AN EXISTING PRACTICE OR STARTING A NEW ONE

• Investing in an existing practice is often preferred because the goodwill is already established, along with the major equipment and staff.

• Starting a new practice allows owners to customize the practice to their skill level and expertise. They can purchase specialty equipment and hire the people they want and need.

Marketing Tips:
• Discuss how Principal Life’s Business Loan Protection rider can help optometrists continue to repay business-related loans in the event of a total disability. Use flier JJ1368.
• Be aware that comprehensive planning can be stressful and time-consuming. You may need to follow up several times and be flexible on meeting times.

SPOTLIGHT ON IDI PERKS FOR OPTOMETRISTS

Optometrists are a 5A-Select occupation. This means they receive:
• Higher benefit amounts (based on their income)
• All available product features
• The most favorable pricing
• A 10% Select Occupation for all IDI coverages.

Plus, if optometrists participate in a professional association, another 10% Association Discount can be applied in approved states (for single-life cases).
SOLE PROPRIETORSHIP OR MULTIPLE OWNERS

• A sole owner can have more control over the practice and how it is managed.

• Having multiple owners helps take some of the responsibility off each individual and allows for a variety of backgrounds and specialties.

• In the long term, optometrists need to consider their exit plans. How will they eventually leave the practice on their terms? What do they need to do to keep the practice viable and build value in the business?

Marketing Tips:

• When multiple owners are involved, you may find it easier to schedule a meeting with just one of them. Once a strategy is mapped out, the owner you worked with can help you connect with others.

• Offer a complimentary buy-sell review from Principal Life to help make sure everything in the agreement is in order and properly funded.

STAFF MEMBERS

Each practice is different, but often staff members include:

• Optometrists – owners and/or associates
• Practice/office managers
• Opticians
• Receptionists
• Students

Marketing Tips:

• Clinics with multiple employees provide a wealth of IDI sales opportunities, such as multi-life offerings\textsuperscript{15} and Key Person Replacement\textsuperscript{10} insurance for valued employees.

• If you are trying to work with an existing business and the optometrist is not available, try to set up an appointment with the practice/office manager.

• If you’re working with an optometrist who runs or owns a larger practice (one with several employees), consider bringing in lunch or dropping off breakfast some morning. This will help you get to know everyone in the office and help open doors to sales with each employee.

DID YOU KNOW?

Opticians fit eyeglasses and contact lenses and help patients choose frames. Most are a 3-A occupation class except those who grind lenses who are considered a 2-A.
Conversation starters

Use these questions as a way to get potential optometrist clients in the right frame of mind:

• “You invested a lot of time and money in your education. What would you do if you became too sick or hurt to work? How would you pay for your student loans, not to mention your mortgage and other daily living expenses?”

• “Do you know anyone who has been unable to work due to a vision problem, eye disease or other illness? Can you imagine how stressful that would be without an income?”

• For business owners: “If you became too sick or hurt to work for several months or more, what would happen to your practice? Could you continue to pay the bills to keep it running? What about the people who depend on you for their incomes?”

Overcoming objections

Throughout the sale you may incur objections. Below are suggestions for responding:

I’m already covered.

“That’s great! I suggest we do a simple calculation to help ensure the amount you’d receive from that coverage is enough to meet your needs if you become too sick or hurt to work.”

I already have an insurance agent/financial planner.

“It sounds like you’re already taking steps to help ensure your financial security. If you haven’t already, I encourage you to talk to your advisor about income protection. In my experience, it’s one area that tends to get overlooked.”

I’m too busy.

“I can appreciate that. Most optometrists I talk to are extremely busy with their work. That’s exactly why I’m calling. When you have many obligations to manage, you need to count on certain things – like your income. That’s why protecting it is so important.”

Won’t I need to be totally disabled to receive benefits?

“No, with Principal Life’s Individual DI policy, you don’t need to be totally disabled to receive benefits if we properly structure your policy. The policy is flexible enough to meet a variety of protection needs.”

Isn’t the underwriting process complicated?

“Not always. Principal Life offers a simplified underwriting process that does not require financial or medical verification for certain benefit amounts. For higher benefit amounts, our underwriters look at your medical history and finances and ask questions about your job duties.”

With all my other expenses, I can’t afford it.

“Typically the premium for an Individual Disability Income policy is only one to three percent of a person’s income. I can work with you to design a policy that meets your needs and budget.”
Success Stories

Learn from other producers’ experiences:

**Overhead Expense with the Business Loan Protection rider**

**THE CASE**
An optometrist who had purchased a private practice from the previous owner wanted to make sure he was covered in the event of a disability. He had taken out a loan to purchase the business and did not want his family placed in a difficult situation if he became too sick or hurt to work.

**RECOMMENDED SOLUTION**
- **Income Protection** – An Individual DI Insurance policy.
- **Business Protection** – An OE policy with the Business Loan Protection rider to help ensure he could fulfill his loan obligation if he became disabled.

**Select Professional Program and Business Loan Protection**

**THE CASE**
A producer met two students while presenting Individual DI insurance information to their optometry class. Upon graduation, they bought a private practice together and realized that they needed to protect themselves, their families and their business if they were unable to work due to a disability.

**RECOMMENDED SOLUTION**
- **Income Protection** – An Individual DI Insurance policy for both partners. With Principal Life’s Select Professional Program, the two new optometrists qualified for higher benefit amounts than their income would have otherwise allowed.
- **Business Protection** – An OE policy with the Business Loan Protection rider so they can continue to pay back their loans if one or both were unable to work.
- **Business Continuation** – To fund a buy-sell agreement, each owner purchased Disability Buy-Out insurance.
## Qualified Prospects

<table>
<thead>
<tr>
<th>NAME</th>
<th>PHONE NUMBER</th>
<th>EMAIL ADDRESS</th>
<th>NEXT MEETING (TIME AND LOCATION)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DON’T FORGET TO CONSIDER:**

- Searching online resources for optometrist offices in your area
- Asking prospects or clients for referrals
- Working with local associations geared to optometrists
FOR MORE INFORMATION

Contact your local representative or visit www.principal.com/Optometrists.

2. The Principal Financial Well-Being IndexSM, First Quarter 2012.
5. Centers for Disease Control and Prevention Vision Health Initiative.
6. The Association Discount is available in all states for Individual DI insurance. It's also available for OE and DBO in approved states. Go to www.principal.com/distateapprovals to learn more. It is not available for Key Person Replacement insurance.
7. Association of Schools and Colleges of Optometry Student Profile.
8. Eight Strategic Steps to a Secure Future for Optometry, Charles Mullen, August 2012.
9. DI Retirement Security is issued as a non-cancelable, guaranteed renewable, individual disability income insurance policy. It is not a pension or retirement program or a substitute for such a program. DI Retirement Security is not available for government employees, or anyone who is over insured based on Principal Life’s current Issue and Participation guidelines. It may not be available or the benefit amount may be reduced for certain occupations if there is existing DI coverage with lifetime benefits. Additional underwriting guidelines may apply.
10. Not available in all states. For state approval information, visit www.principal.com/stateapprovals.
11. Not available in California.
12. Includes a $50 monthly trust administrative fee. Maximum amount adjusts annually with IRS contribution guidelines.
13. To learn more about the trust, visit www.principal.com/bankerstrust.
14. Principal Life Individual DI insurance information.
15. Available when three or more employees with a common employer purchase Individual Disability Insurance from Principal Life Insurance Company.

WE’LL GIVE YOU AN EDGE®

Principal Life Insurance Company, Des Moines, Iowa 50392, www.principal.com

While this communication may be used to promote or market a transaction or an idea that is discussed in the publication, it is intended to provide general information about the subject matter covered and is provided with the understanding that none of the member companies of The Principal® are rendering legal, accounting, or tax advice. It is not a marketed opinion and may not be used to avoid penalties under the Internal Revenue Code. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements.

For producer information only. Not for use in sales situations.