

Executive Retention+

As a business owner, you juggle many priorities.

Executive Retention+ can help you achieve multiple goals with **one** employer-owned permanent life insurance policy.

Why it's useful

Executive Retention+ can help you:



PROTECT YOUR BUSINESS



**REWARD AND RETAIN
KEY EMPLOYEES**



**SUPPORT A SMOOTH BUSINESS
SUCCESSION PLAN**

How it works

Executive Retention+ can be built to fit your business needs. Think of it like stacking building blocks — start with a foundation (key person protection) and add on from there, depending on what you want to accomplish.

SHARED DEATH BENEFIT

Directs part of the death benefit to the employee's beneficiary via an endorsement split dollar arrangement.

RETENTION BONUS

Encourages loyalty by paying the employee a bonus after a set service period.

BUYOUT FUNDING

Helps provide funds to the key employee to buy the business one day.

KEY PERSON PROTECTION

Helps your business recover financially if the key employee passes away.

**Contact your North American financial professional
to develop a plan tailored to your business needs.**

Under an endorsement split dollar arrangement, the employee enters into an agreement with their employer. The value of the life insurance annually afforded to the employee is taxable to the employee. The employer should provide the employee with tax reporting based on requirements specified in the tax code.

Both the endorsement split dollar and the retention bonus arrangement will require a legal agreement. The parties should seek their own independent legal and tax advice. North American is not a party to this agreement and North American's only obligation is to administer the policy it issues consistent with the policy's terms and conditions.

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