

# Deferred compensation prospect profile

Small businesses often have highly compensated key employees who have maximized contributions to their qualified plans. Providing these employees with a nonqualifed deferred compensation plan can help prevent a potential shortfall at their retirement. This type of plan can attract key employees and help keep them motivated to contribute to the business.

### Meet Salvatore Jones



- Age 46
- Key executive at an accounting firm with 60 employees

He has maxed out his 401(k) plan and is looking for additional tax-efficient ways to supplement his retirement. The firm wants to retain and reward him with additional retirement benefits at a low cost.

### Goals

- · Retain and reward key employees.
- Provide additional death benefits to key employees at low cost.
- Recover cost to the corporation at retirement or termination.
- Defer taxation until benefits are received by employee.

### Concerns

- · Retain key employees.
- Providing executive with death benefit at low cost.
- Maintaining control of the plan.
- · Ease of plan administration.
- Cost recovery for the business.
- · Deferral of taxation.

### Ideal prospects

- Businesses with highly compensated owners and key employees.
- Small businesses with 20 or more employees.
- Businesses with a desire to provide additional benefits to employees.
- Any corporate entity, including S Corporations and partnerships benefits to employees.

### Who do you know like Salvatore?

Name	Email	Phone

Email	Phone
	Email

## For more information, please call the Life Insurance Sales Desk or visit equitableLIFT.com.

Equitable is the brand name of the retirement and protection subsidiaries of Equitable Holdings, Inc., including Equitable Financial Life Insurance Company (NY, NY); Equitable Financial Life Insurance Company of America, an AZ stock company with an administrative office located in Charlotte, NC; and Equitable Distributors, LLC. Equitable Advisors is the brand name of Equitable Advisors, LLC (member FINRA, SIPC) (Equitable Financial Advisors in MI & TN). The obligations of Equitable Financial and Equitable America are backed solely by their claims-paying abilities.

For financial professional use only. Not for use with, or distribution to, the general public.

© 2024 Equitable Holdings, Inc. All rights reserved. IU-6887040.1 (8/24) (Exp. 8/28) | G2671668 | Cat. #152371 (8/24)

