

## LIFE ADVANCED MARKETS

# Small-business owners, big opportunity

Discover new business opportunities in our **2025 Small-Business Owner Study**

Are you talking to small-business owners about how indexed universal life (IUL) can benefit their business? You should be.

**78%**

of small-business owners not currently working with a financial professional say they are open to working with one to help with their business needs.

That's just one important finding in our **2025 Small-Business Owner Study**. It's packed with info you can leverage for new IUL sales to small-business owners in general, and women small-business owners in particular.

You're uniquely qualified to help:

**89%**

say it's important their financial professional is knowledgeable about using life insurance in succession planning.



The **Allianz® 2025 Small-Business Owner Study** was conducted by the Allianz Center for the Future of Retirement® as an online survey May – June 2025 with 671 respondents who are small-to-medium-size business owners with 5-499 employees and at least \$500,000 in revenue the last fiscal year.

The study also included an additional sample of 210 female owners of small businesses that are at least 51% women-owned.

The Allianz Center for the Future of Retirement® produces insights and research as a part of Allianz Life Insurance Company of North America (Allianz).

→ **DOWNLOAD THE REPORT NOW** or go to [www.allianzlife.com/small-business-study](http://www.allianzlife.com/small-business-study)

To discuss more ways we can help, call the **Life Case Design Team** at **800.950.7372**

IUL provides a death benefit that is generally paid to beneficiaries income-tax-free, and the opportunity to build accumulation value.

IUL requires qualification through health and financial underwriting.

Product and feature availability may vary by state and broker/dealer.

This content does not apply in the state of New York.

Guarantees are backed by the financial strength and claims-paying ability of Allianz Life Insurance Company of North America.

Products are issued by Allianz Life Insurance Company of North America, 5701 Golden Hills Drive, Minneapolis, MN 55416-1297. 800.950.1962 [www.allianzlife.com](http://www.allianzlife.com)

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