

A CAPITAL FOR CAPITAL

lowa is the perfect place to expand, relocate or start a business. With a pro-business mindset, a progressive and responsive regulatory environment, and a low insurance premium tax, lowa provides an ideal environment for business success. This is true for all industries within lowa, especially insurance and financial services. Iowa is home to over 2,500 banks and financial services companies (U.S. Bureau of Labor Statistics, 2024). These industries have positively affected the state in many ways, including providing financial services that are safe, sound and profitable, and contributing to lowa's vibrant economy.

lowa businesses benefit from advanced technologies that help unleash the creative potential, knowledge and productivity of lowa's talented workforce. Approximately 38,000 individuals are employed within the banking and financial services industries. In fact, lowa has the highest concentration of commercial banking employees and the third-highest concentration of financial examiners in the U.S. (BLS, 2023 and 2024). Additionally, lowa has higher-than-average concentrations of financial managers, loan interviewers and clerks and credit counselors (BLS, 2023).



ACCELERATING INSURANCE INNOVATION

lowa is an innovation hub for insurance technology (insurtech) that could revolutionize the industry. Iowa's Global Insurance Accelerator (GIA) is the world's first business accelerator focused on insurtech. GIA's 100-day program combines mentorship from leaders in the industry with early-stage capital to foster insurance innovation. The program culminates with demonstration pitches at the Global Insurance Symposium, an annual event held in Des Moines that attracts more than 500 insurance and financial services executives, regulators and entrepreneurs from around the world. GIA has attracted participation from burgeoning companies from across the U.S., as well as 13 other countries across five continents.

lowa is also home to the first broker-led accelerator in the industry. BrokerTech Ventures provides insurtech startups with direct access to brokers, wholesalers and carriers and with connections to seed funding.

COMPANIES AT WORK IN IOWA

























IOWA ECONOMIC DEVELOPMENT AUTHORITY

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KEY BUSINESS ADVANTAGES

- lowa is acknowledged as a leader in insurance regulation. The lowa Department of Insurance and Financial Services has earned a reputation for efficient, responsive and fair oversight.
- lowa's insurance industry output as a percent of GDP ranks first among the 50 states.
 (BEA, 2024)
- lowa's corporate tax rate is 7.1%, lowering to an ultimate target of 5.5%, making it one of the most competitive in the nation.
- lowa's insurance premium tax is being lowered from 1% to 0.9% over the next three years one of the lowest rates in the nation.
- lowa does not assess any additional surtaxes or income taxes on insurance carriers.
- lowa does not charge premium taxes on sales of annuities or qualified life insurance plans.
- Iowa has the second-highest concentration of insurance workers in the U.S. (BLS, 2024)
- Four lowa metro areas rank in the top 20 nationally for concentration of finance and insurance workers (BLS, 2024)
- lowa has the second-highest concentration of actuaries of any state in the nation. (BLS, 2023)
- lowa has three of the top 20 actuarial science college programs in the U.S. (College Factual, 2024)
- lowa ranks #2 in four-year college graduation rate.
 (U.S. News and World Report, 2025)
- Iowa ranks in the top 10 states for business friendliness. (CNBC, 2024)

Combine all these advantages with a low cost of living and a high quality of life, and the result is a perfect climate in lowa to cultivate existing aspirations in the insurance and financial services industries.

CENTRAL GEOGRAPHIC LOCATION

lowa is geographically located in the heart of the North American market. The central location allows lowa companies to stretch the regular work day to conveniently service customers on both coasts.

"Iowa has been our headquarters since we were founded in 1879. It has remained so, even as we evolved into a global company, because of the access to a talented, highly productive labor pool. Iowa is affordable, with great education and a quality of life that appeals to millennials, seniors and everyone in between. The state has also emerged as a hub of innovation, another reason companies should have lowa at the top of their list as they look to startup or expand a business."

Dan Houston
Executive Chairman
Principal Financial Group

CONTACT US

Please contact **opportunities@iowaeda.com** or visit **iowaeda.com** to find the latest information on lowa's business climate, assistance programs, development news, available buildings and sites and much more. All services are free of charge and all inquiries will be handled confidentially.

For site location assistance, contact the lowa Economic Development Authority (IEDA) +1.515.348.6200 | opportunities@iowaeda.com | iowaeda.com