Why We Are Here

• Your Edge
• Out or In
• Coordinate / Message
Define Your Edge

We Do It Well
Insource

Coordination
The Answer Is...TPA

Who does my form 5500?  Who is always asking my for stuff?

Who does not speak my language?  Who makes me take my money from the plan?

Real Answer...Pension Administrator

Who reviews hardships?  Who calculates my contribution?  Who helps participants understand my plan?

Who designed my contribution?  Who reviews the QDRO?

Who designs my plan?  Who helped me with?

Who holds my hair while I BRF?
Real Answer...ERISA Consultant

My plan has fallen...

The Perfect Plan

ERISA Consultant

Recordkeeper/Technology /Education

Investment Consultant

Willing Sponsor
Retirement Services in a Commoditized World

presented by:
Sarah Simoneaux, CPC
Sometimes it is just easier to go bundled than to deal with a separate TPA and recordkeeper.

I know that DB/DC combo designs are complicated. But why can’t the [actuary/db Administrator] explain it better?

They are growing way too fast.

Their people are good but way too technical for me and my clients. I feel like they are the pension police.

The three TPAs I like are all pretty much the same. I am going to look at price.

XYZ offers great service... right now. Isn’t everyone there close to retirement?

The [owner/salesperson] always answers calls. But forget about that once it gets to the administrator.
The Basics: Who Are You and Who Do You Want to Be

SWOT
- Strengths
- Weaknesses
- Opportunities
- Threats

CULTURE
- Environment
- Structure
- Reputation
- Rituals
- Rewards
Sample SWOT Analysis

**Strengths**
- Boutique-level services
- Trained staff
- Technology
- Attention to detail
- Understanding the rules

**Weaknesses**
- Technology
- Succession
- Fear of change
- Lack of sales culture
- No business plan or documented processes

**Opportunities**
- Control “orphan” plans
- New revenue sources
- Partner with RIA
- Bundled “unbundled” approach

**Threats**
- Broker referral source loss
- Commoditization of services
- Bundled providers
- Tax reform
- Economy
Nordstrom sends leftover merchandise to its Nordstrom Rack outlets.

Different features, different pricing... SAME SERVICE STANDARD!
Why Partner?

Successful Partnership: Case Study
Unsuccessful Partnership: Case Studies

Sales Models
Expanding Traditional Sales Channels

Why use a Registered Investment Advisor (RIA)?

RIAs believe their independence is key to offering advice based on what’s best for you.

Learn More

Communication
Communication: Who Matters

- Supervisors and employers
- Coworkers
- Advisors/sales personnel
- Plan sponsors
- Participants
- Vendors
- Other “stakeholders”

You put your employees first and if you take care of them, then they will take good care of you. Then your customers will come back, and your shareholders will like that, so it’s really a unity.”

Employee Communication

- What is happening and why
- Who the partnering firm is
- How the partnership will affect the employees
- How the partnership will affect the clients
Employee Communication: The Contrarian View