



Avoiding “Free” Consulting



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FLEXPATH STRATEGIES

How'd your meeting go?



It was
awesome!

He asked a
ton of
questions.

I had
answers for
everything!

Is your prospect a client?



Unfortunately,
no.

He's not
responding to
calls/emails.

Total radio
silence!!!



Approach to selling

1. Pique a prospect's interest
2. Avoid providing specific answers...
3. Include a built-in next step

Agenda

1. Introductions
2. Uncovering goals and priorities
3. Identifying opportunities and intent

Typical introductions



Who **WE**
are



What **WE**
do



Services
WE provide

Effective introductions

Focus on what your CLIENTS can expect from you...

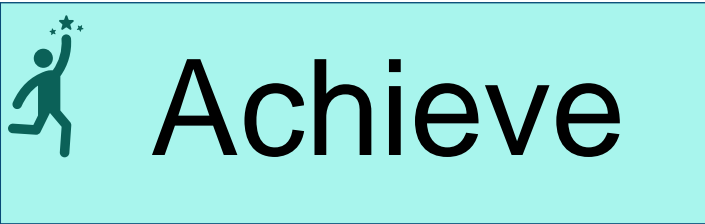
**Improving
plan
effectiveness**

**Avoiding
unnecessary
risks**

**Reducing
plan fees**

Uncovering goals and priorities

Key is to identify the specific items that a plan sponsor is looking to...



Identifying opportunities

- You said <blank> was important to you.
- Would it surprise you if I told you that your plan <pick one below>:
 1. **May not be firing on all cylinders**
 2. **May be assuming unnecessary risks**
 3. **May be paying more than is necessary**

Determining intent

- Let's pretend that I can show you how to `<blank>`.
- **Would that be enough to justify hiring us?**
- Move on to another priority and your next “would it surprise you if...?”

Try this if you're pressed...



- Here's my concern
- If I tell you how to do something
- Before I understand whether you'd hire me to help you
- You could leave me standing at the alter

Know your next step

Example - Follow up meeting to go over a **Snapshot Report** for the prospect's plan

- 1. Assess key areas of fiduciary duties**
- 2. Provide a list of top priorities**
- 3. Include a list of services and fees**

Overview of Services

Prepared for:



Snapshot Assessment

■	Plan Governance Items
■	Oversight and Workflows
■	Disclosures and Notices
■	Investment Fees and Charges
■	Recordkeeping Fees
■	QDIA / Target Date Funds
■	Legacy Annuity Balances
■	Core Fund Lineup

■ Positive Findings
■ Areas for Consideration
■ Areas for Concern



Top Five Priorities

Opportunities exist to meaningfully improve and protect participant outcomes

1. Review plan governance items that outline fiduciary processes and responsibilities

- Board resolution delegating plan responsibilities to a retirement committee
- Committee charter outlining the roles and responsibilities of the retirement committee
- Investment policy statement outlining fund selection, monitoring and replacement criteria

2. Conduct a fee audit to reduce recordkeeping fees by 40+%

- TIAA's current revenues/fees - ~\$97,520 ($\$42.4\text{M} \times 0.23\%$)
- Est. annual fee savings - ~\$42,400/year ($\$42.4\text{M} \times 0.13\%$) - [43% reduction]

3. Move Frozen TIAA Access Funds to Cheaper Share Classes and immediately reduce investment fees by 0.45%

- Current share class is T4 which charges revenue sharing of 0.70%
- Plans with assets nearing \$50M can move to T2 which charges revenue sharing of 0.25%

4. Switch to custom target portfolios – 58% of contributions go to TDFs

- Reduced risks
- Added security
- Better outcomes
- Enhanced income

5. Assist participants with transferring their frozen annuity balances to the plan's best-in-class lineup

- \$28.7M (68% of plan assets) are in annuity balances
- 16 out of 22 are either high cost or low scoring.

List of Services

PLAN SPONSOR FIDUCIARY SUPPORT SERVICES

- Plan Governance Documents – Board Resolution, Fiduciary Acknowledgements and Committee Charter
- ERISA Fiduciary Calendar and Plan Management Fiduciary Diagnostic™
- Fiduciary Compliance Reviews to Document Completion of Plan Management Responsibilities
- ERISA 404(c) and 404(a) fiduciary guidance
- Fiduciary Training and Education
- Plan and Benefit Design Evaluations
- Annual Fee and Expense Analysis vs. Industry Averages
- Annual Participant Demographics Review
- Annual Participant Education Initiatives
- Regulatory/Legislative Updates and Case Law Interpretation
- Monthly Plan Sponsor Newsletter
- Virtual Fiduciary File to Organize and Store Plan Documents

PROVIDER ANALYSIS AND FEE BENCHMARKING SERVICES

- Competitive Analysis of Provider Services, Investments and Costs of Incumbent and Top 4 Bidding Providers
- Comparisons of Fees and Revenues for Recordkeeping Related Services, Investment Management Related Services, Per Item Administrative Fees and Transactional Fees
- Evaluation of Administrative, Recordkeeping, Compliance, Technology, Investment Management, and Employee Communications Services
- Investment Quality Comparisons for All Bidding Providers
- Negotiation of Incumbent's Fees and Revenues, Plan Lineup Changes and Service Commitments
- Assistance with Reviewing and Selecting an Appropriate Method for Allocating Plan Fees/Credits among Participants
- Assistance with Selecting, Coordinating, and Reviewing Service Provider Finalist Presentations
- Meeting Minutes to Document Discussions and Actions
- Review or Implement Non-Qualified Plan

PLAN SPONSOR INVESTMENT ADVISORY SERVICES

- Serve as Fiduciary to the Plan
- Investment Structure Evaluation and Ongoing Review
- Fee Structure Evaluation and Ongoing Review
- Investment Policy Statement Development and Management
- Review and Analysis of Existing Managers / Mutual Funds
- Target Date Fund / QDIA Suitability Review and Selection
- Short-term Cash Alternatives Review and Selection
- Serve as Fiduciary to Custom Asset Allocation Models/TDFs
- Investment Manager / Mutual Fund Searches
- Investment Manager / Mutual Fund Monitoring
- Quarterly Performance Reporting and Review
- Quarterly Meeting Summaries / Minutes to Document Committee Discussions and Actions

PLAN PARTICIPANT INVESTMENT ADVISORY SERVICES

- 800 Phone Line Participant Financial Planning Support
- On-site One-on-One Education/Advice Meetings
- On-site Group Education/Advice Meetings
- WellCents™ Program

ADVISORY FEE FOR IN SCOPE WORK

\$40,000 / annual fee billed quarterly.

Includes quarterly investment reviews, ongoing fiduciary support services, recordkeeper RFP every 3 years, and education on the same day as the committee meetings.

ADDITIONAL SERVICES

Serve as a fiduciary to custom asset allocation models

WellCents™ financial wellness platform

Retirement Adjacent Services





2024 REGIONAL SUMMIT