

## Why We Are Here

- Your Edge
- Out or In
- Coordinate / Message



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## Define Your Edge



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## We Do It Well



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## Not So Well



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## Outsource



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# Insource



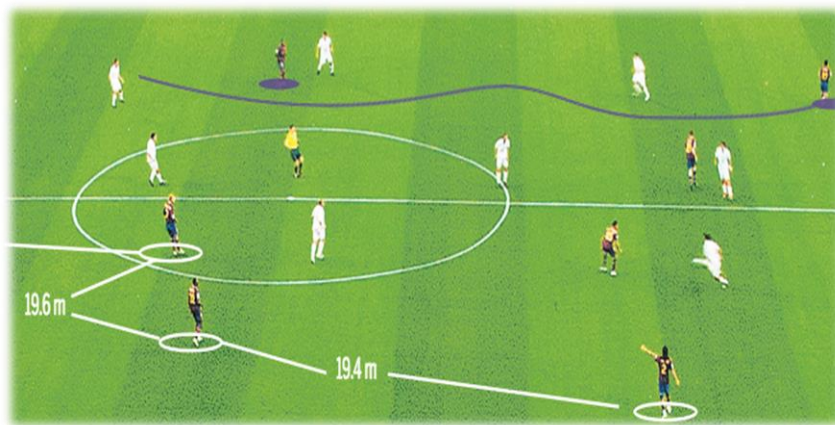
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# Coordination



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## 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?



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## 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?



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## Real Answer...ERISA Consultant



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## The Perfect Plan



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# *Retirement Services in a Commoditized World*

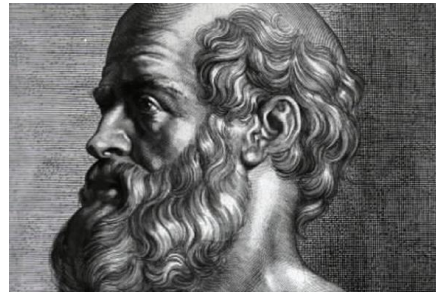
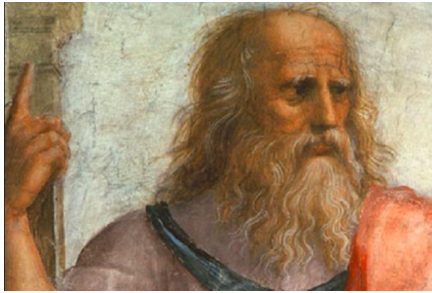
*presented by:*  
Sarah Simoneaux, CPC



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*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.*



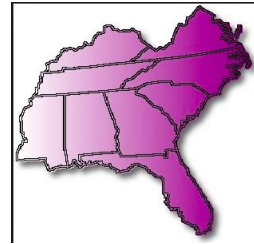
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## The Basics: Who Are You and Who Do You Want to Be



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### SWOT

Strengths  
Weaknesses  
Opportunities  
Threats

### CULTURE

Environment  
Structure  
Reputation  
Rituals  
Rewards



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# 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

**TPA**

## 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



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## Service Models

Nordstrom sends **leftover merchandise** to its **Nordstrom Rack outlets**.



Different features, different pricing... SAME SERVICE STANDARD!



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## Why Partner?



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## Successful Partnership: Case Study

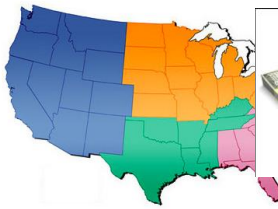


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## Unsuccessful Partnership: Case Studies



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## Sales Models



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## 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.



Discover the difference with a Registered Investment Advisor.

[Learn More](#)

# CPA



— DC TOP INDUSTRY WHOLESALERS —



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## Communication

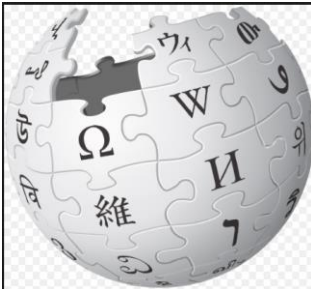
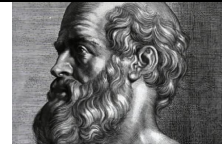


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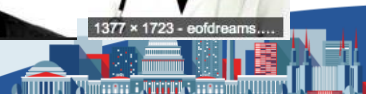
## Communication: What Matters



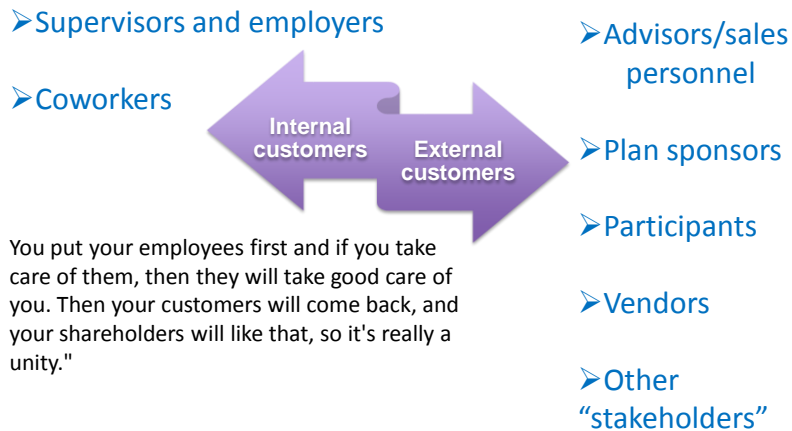
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## Communication: Who Matters



## 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



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