

Win over plan sponsors by going deep on fee levelization

See how one practice is teeing up conversations ... and winning plans

Advisor profile

- Full-service financial services team with 150 clients and \$5 billion in retirement assets
- Focused on business owners
- Has a specialized corporate retirement plan staff

Challenge/Opportunity

- Increase assets under management
- Improve client retention
- Increase awareness of retirement plan expertise

Want help teeing up the fee levelization conversation?

Check out more helpful tools and resources at www.principal.com/valueadd.

Solution

This team has always stood for allocating participant fees equally and believes the recent litigation¹ and the Department of Labor (DOL) Fiduciary Regulation could further their cause (and present new opportunities). They understand that a top concern of many plan sponsors is managing fiduciary obligations. **So, they set out to:**

1. Identify current clients/prospects that don't levelize fees;
2. Leverage the DOL Fiduciary Regulatory Package and recent litigation to pique the interest of clients/prospective plan sponsors
3. Schedule meetings with clients/prospective plan sponsors
4. Educate them about the regulation and possible fiduciary implications, then propose fee levelization as a way to mitigate risk
5. Close the deal

¹401(k) Fee Litigation, Groom Law Group, September 2015.



Results

Within seven months, they had:

18

sold plans/
new clients

\$1B

in new assets
under management

Secured
existing client
relationships

Garnered the most
efficiently priced
investment options
for their clients'
participants

This team credits their
success to having
the fee levelization
conversation before
their competitors did.



Contact your regional director of business development (RBD) or local sales rep to help you initiate fee levelization conversations today.



Not indicative of future results. Results will vary based on retirement plan characteristics.

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