

# 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

## Solution

This team has always stood for allocating participant fees equally and believes the recent litigation<sup>1</sup> 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

<sup>1</sup>401(k) Fee Litigation, Groom Law Group, September 2015.

Want help teeing up the fee levelization conversation?

Check out more helpful tools and resources at [www.principal.com/valueadd](http://www.principal.com/valueadd).



## 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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