VALUE PROPOSITION

Fiduciary Support

- Certified to conduct Retirement Plan Behavioral Audit with Practical Behavioral Finance Solutions to improve plan health
- Certified to conduct Fiduciary Assessments of the Retirement Plan Fiduciary Practices to identify any non-conformities or opportunities for improvement
- Work with your current service provider to determine if they can conform to the 22 prudent practices, or assist you in a Request for Proposal Process
- Benchmarking all plan expenses vs. peers with the objective of eliminating any unreasonable fees (utilize proprietary RFP & 4 subscription benchmarking services)
- Conduct a proprietary Request for Proposal (RFP), either internally or for benchmarking, of 30+ service providers. Our RFP has been reviewed by the Wagner Law group and called "a excellent fiduciary tool(s) for plan clients."
- Utilize the proprietary RFP database to ensure that Service Providers are still excelling in the marketplace
- Assist Plan Sponsor in complying with 408(b)-2 and 404(a)-5 fee disclosure requirements through the development of a fee disclosure checklist
- Able to accept Fiduciary Responsibility for the investments of the plan under a 3(21) or 3(38) agreement depending on the plan's needs, goals, and desires
- Work with the service provider and Plan Sponsor to ensure compliance with Department of Labor Regulation 404(c) Requirements, which minimizes plan sponsor fiduciary liability exposure as it relates to the plan investments
- Provide independent quarterly monitoring reports that more accurately show how an investment compares to peers utilizing 12 modern portfolio theory criteria rather than relying simply on performance.
- Manage a Blue Ribbon list of top investment performers for investment lineup selection or replacement
- Target Date Fund/QDIA due diligence and compliance with Department of Labor Bulletin 2009-04A
- Provide an Investment Policy Statement, which incorporates purpose, objectives, roles and responsibilities, investment selection and monitoring criteria, QDIA language, watch list criteria, etc
- Help in the establishment of an Investment Committee
- Provide Samples of Investment Committee By-Laws, Delineation of Responsibility/Appointment letter, committee appointment acknowledgement letter and documentation forms
- Conduct Fiduciary Training and Safe Harbor consultations with the Plan Sponsor

For Plan Sponsor

- Alleviate burden on benefit personnel
- Help increase participation rates
- Plan design assistance
- Help improve participant deferral amounts
- Explore safe harbors
- Provide innovative solutions to meet plan needs
- Bring to your attention any changes in legislation, case-law, etc and work with you and your provider to bring about what is necessary with the least interruption to you.

VALUE PROPOSITION

Documents

- Provide a customized sample Investment Policy Statement and work with the plan sponsor to make any necessary adjustments/changes to meet their needs
- Provide guarterly independent monitoring reports
- Provide a customized sample Committee by-laws and work with the plan sponsor to make them meet your specific needs
- Provide sample appointment letters and acceptance letters for appointment to the Investment Policy Committee

Investment Committee

- Assistance in the development of an Investment Committee (if needed)
- Present for your meeting to assist and bring expertise and research in to the decision process.
- Provide Fiduciary Training to your committee

For Participants

- Create better plan choice architecture, using practical behavioral finance solutions, which improve participant retirement outcomes
- Improving educational deliverables
- For the "help me do it" and "do it for me" participants, we advocate with the plan sponsor to provide adequate asset allocation tool options through the service provider(s).
- Provide behavior based education (including virtual meetings and classrooms), to cover all participant behaviors ("do it for me", "help me do it", "do it myself").
- Providing or working with a service provider, to provide investment education workshops to participants through the use of multiple multimedia sources
- Work with participants to achieve higher deferral percentages
- Assist in education regarding rollovers either on a one-on-one basis or through an automated system at the choice of the Plan Sponsor.
- Assist in the delivery of on-site group and individual enrollment meetings. As well as
 offer a forum for web-based enrollment meetings.

Service Standards

- E-mails and Phone calls responded to within 24 hours, but usually 2 hours.
- Participate in all Investment Committee meetings, as needed
- Provide sufficient research and documentation 48 hours prior to committee meetings.