

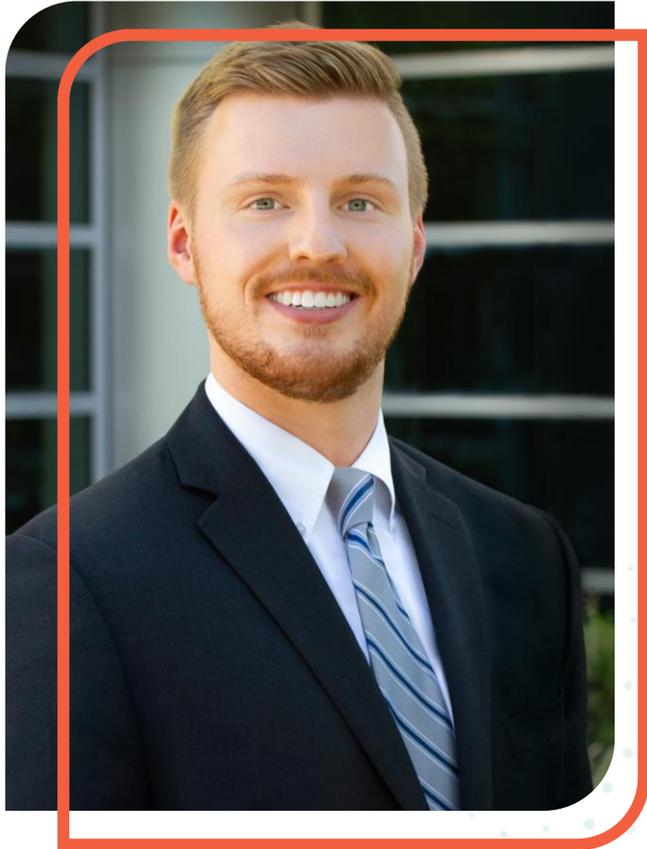
# Red Flag Quadrant 1 - Creating Awareness





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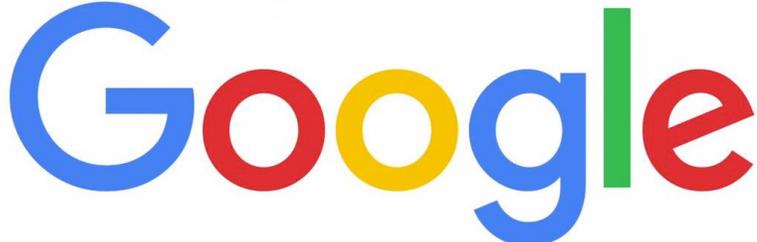
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# Game Plan

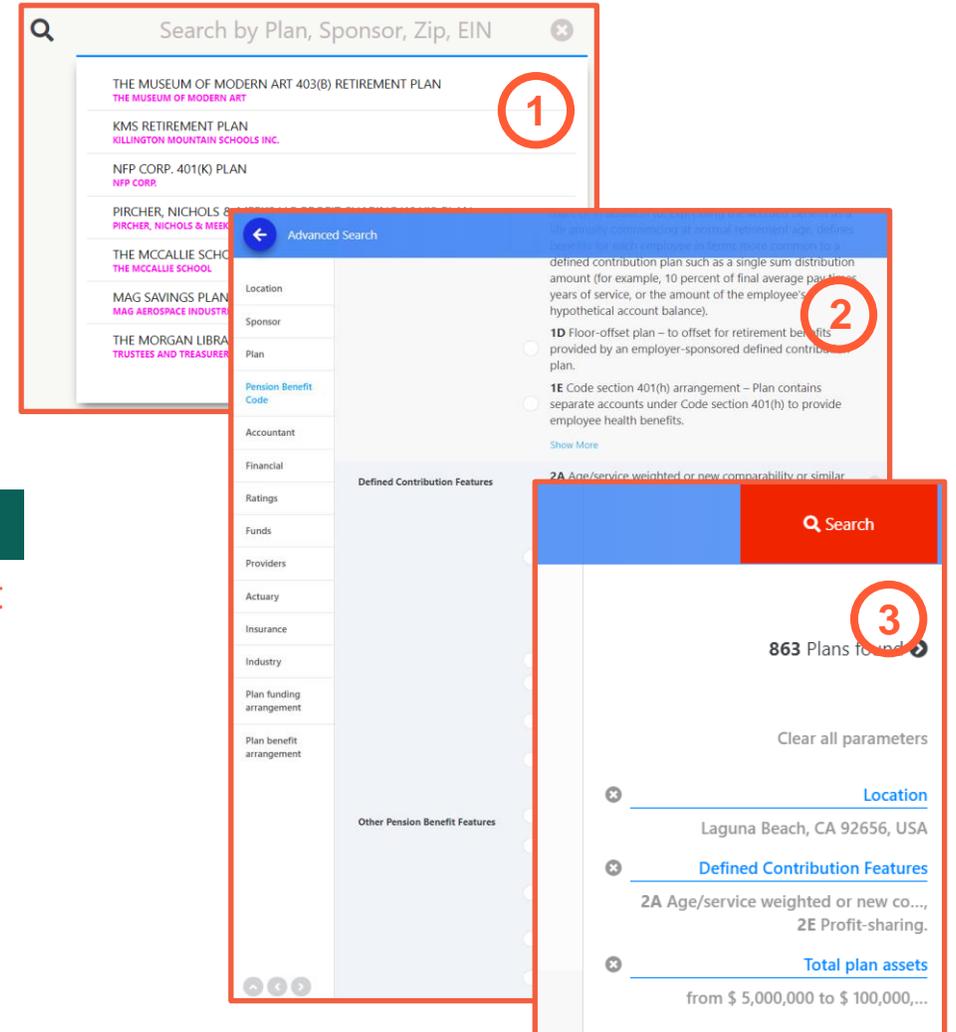
- Build Your Process
- Helpful Content → Positive Response
- Positive Response → First Meeting
- First Meeting → Identifying their Pain Point

# Where to Start



# Creating Lists in Larkspur

1. While on homepage, click **Advanced** search
2. Then, select your target plan **criteria**
3. Then, click **Search** in top right



## Best Practices (Selecting Criteria):

- Be **selective enough** to remove plans you don't want, but **not too selective** that you remove too many plans
- When setting location, search by **miles around your zip code**
- Make sure to click "**Key Executives with Email Available**" so you're able to market to plan decision-makers
- Make sure to select **plan codes** (see circle #2)
- Set **asset ranges** (Ex: From \$5m - \$150m)

# Creating Email Templates

1. Click the **CTML email link**
2. Click on **Email Templates**
3. Click on **Add Email Template**
4. Copy and paste the **subject and text for each desired email from scripts doc**

The screenshot shows a web application interface for creating email templates. It is divided into two main sections: a main dashboard and a 'New Email Template' form.

- Callout 1:** Points to the 'CTML' link in the top right navigation bar.
- Callout 2:** Points to the 'Email Templates' menu item in the left sidebar.
- Callout 3:** Points to the 'Add a Email Template' button in the top right of the main dashboard area.
- Callout 4:** Points to the 'Template Name' input field in the 'New Email Template' form.

The main dashboard shows a list of existing templates under 'Your Templates' and 'Public Templates'. The 'New Email Template' form includes fields for 'Template Name', 'Email subject', and 'Email text', along with a rich text editor and a 'Save' button at the bottom.

# Email Tools

HubSpot

SalesLoft

 **RiX**trema

Outreach

 **LARKSPUR DATA**



**Helpful Content**  
**=**  
**Positive Response**





# Executive Benefits

**200%**

in Direct Costs  
to replace a  
key executive

## Direct Costs

- Screening
- Interviewing
- Acquisition cost
- Onboarding
- Training

**400%**

in Indirect Costs  
to replace a key  
executive

## Indirect Costs

- Lost productivity
- Short-staffing
- Coverage cost
- Institutional capital
- Reduced morale

## The Content:

“Here’s a tangible way that you can recognize, reward, and retain key executive talent: after-tax plans. SVP Tony Greene explains [in this soundbite...](#)”



# Financial Wellness



## The Content

“In general, employees spend more than three hours per week dealing with their personal finances while at work... our [Financial Wellness Program](#) might make a big difference for you and your employees.”



# Fees & Fee Benchmarking



## The Content

“Hoping this educational one-pager can illuminate key questions and steps as you search for the best retirement solution, and advisor, to suit your people.”



# Target Date Funds



## The Content

“What the DOL expects fiduciaries to do: Here are 5 indications it might be time to review your plan’s target dates:”

# WHY HELPFUL CONTENT MATTERS.

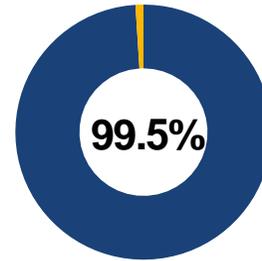


# FIRST MEETING: IDENTIFYING THEIR PAIN POINTS

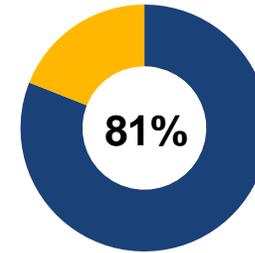


# Proliferation of Target Date Funds (TDFs)

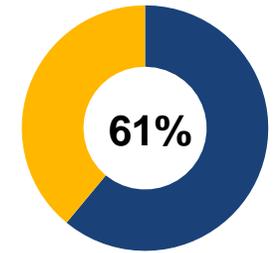
One of the most widely used investment options in defined contribution plans.



Participants offered TDFs

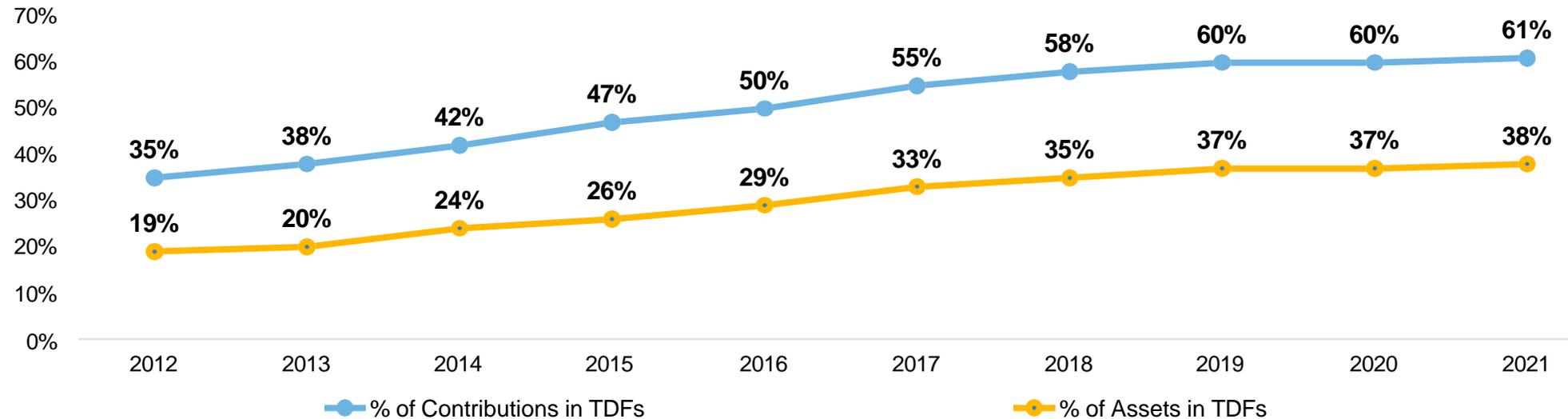


Participants using TDFs



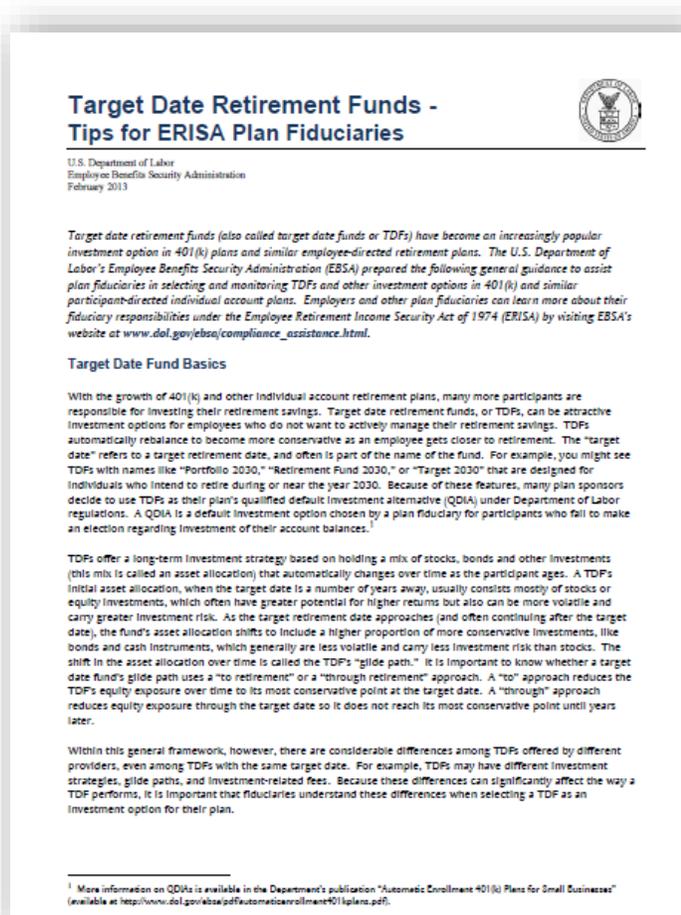
Participants with entire account invested in single TDF

TDF prevalence necessitates increased due diligence by fiduciaries.



# DOL Guidance – Target Date Fund Tips

In response to the growing popularity of Target Date Funds (TDFs) and general lack of understanding on the part of fiduciaries, the Department of Labor issued specific guidance regarding TDF selection and monitoring.



- Align TDF and participant characteristics
- Understand underlying investments
- Review fees and investment expenses
- Consider custom or non-proprietary options
- Develop effective employee communications
- Document the process

# 3 Common TDF Risks to bring to your prospect's attention

- Glidepath Suitability Risk
- Participant Misfit Risk
- Underlying Fund Risk

# Glidepath Suitability Risk

Occurs when the plan's selected glidepath does not match the plan's design and average participant demographics.

## SAVINGS RATES / FUNDING ADEQUACY

- Savings rates are a primary driver of participant funding adequacy and are a good indicator of the optimal amount of risk that a participant should assume
- Higher savings rates afford participants the opportunity to assume less risk as they approach their retirement years while lower savings rates necessitate more aggressive investing even as participants approach retirement

## PLAN DESIGN

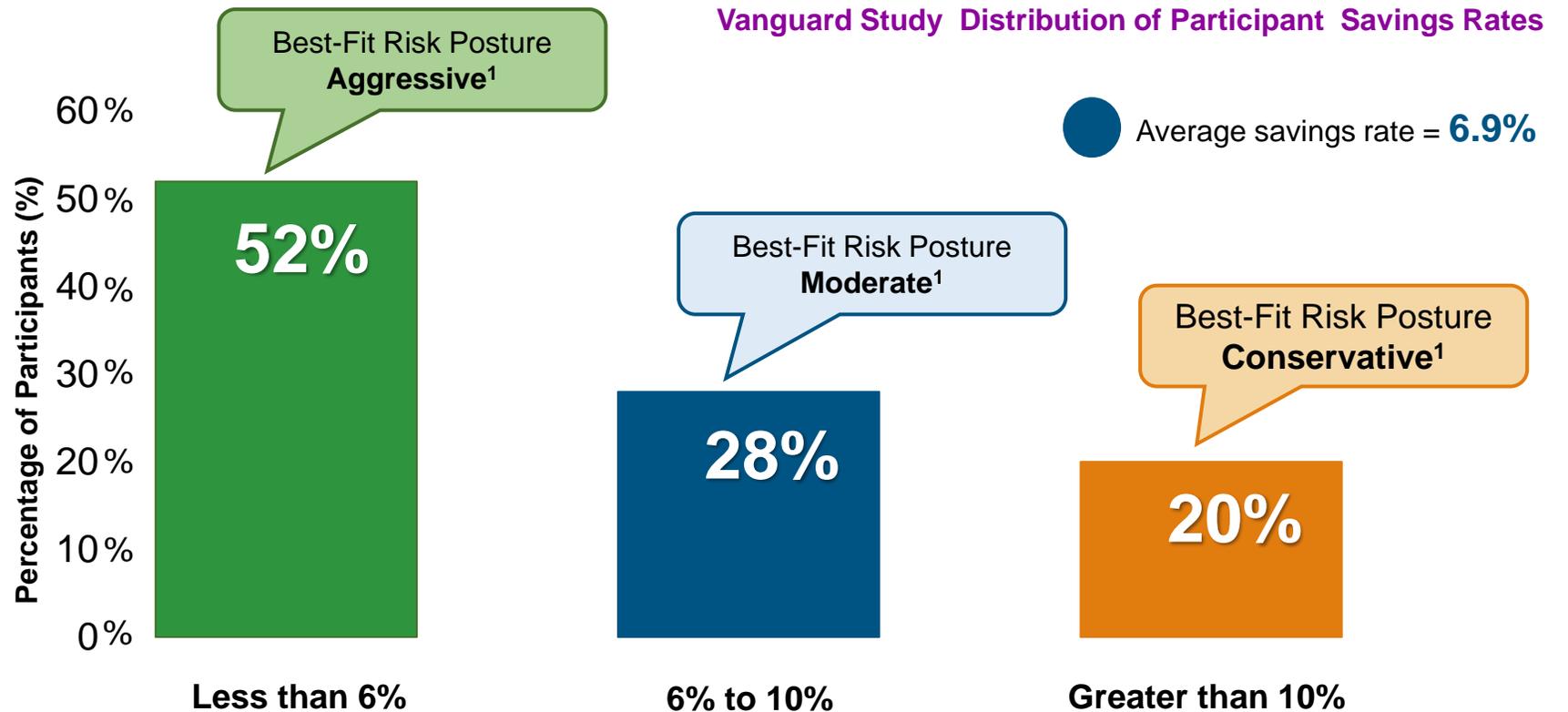
- Employer match and/or profit sharing
- Supplementary retirement benefits (i.e. defined benefit plan)

## PLAN RISK PROFILE



# Participant Misfit Risk

Occurs when individual participant characteristics, most importantly savings rates, differ from the average plan participant.



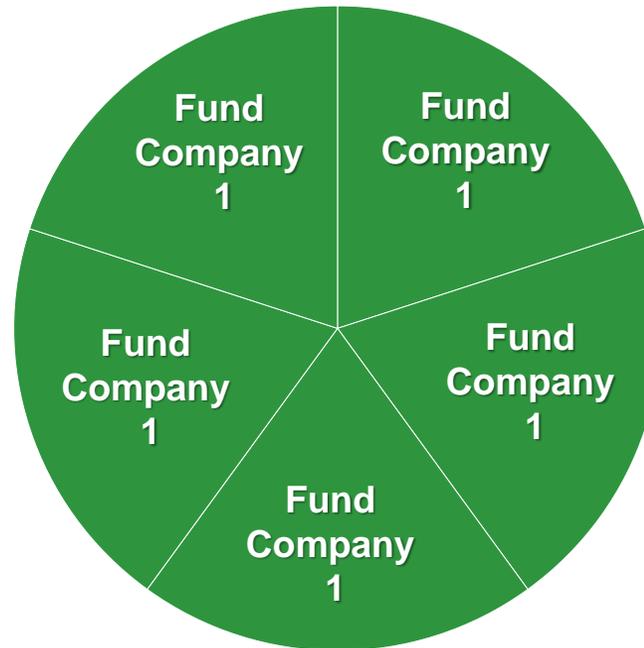
<sup>1</sup> Best-fit risk postures are based solely on funding adequacy. Conservative: Less than 30% equity exposure at retirement. Moderate is between 30-40% equity exposure at retirement. Aggressive is greater than 40% equity exposure at retirement. Source: Vanguard, "How America Saves 2018" figure 34, Vanguard.com, "Vanguard Defined Contribution Plans Permitting Employee-Elective Deferrals, 2017"

# Underlying Fund Risk

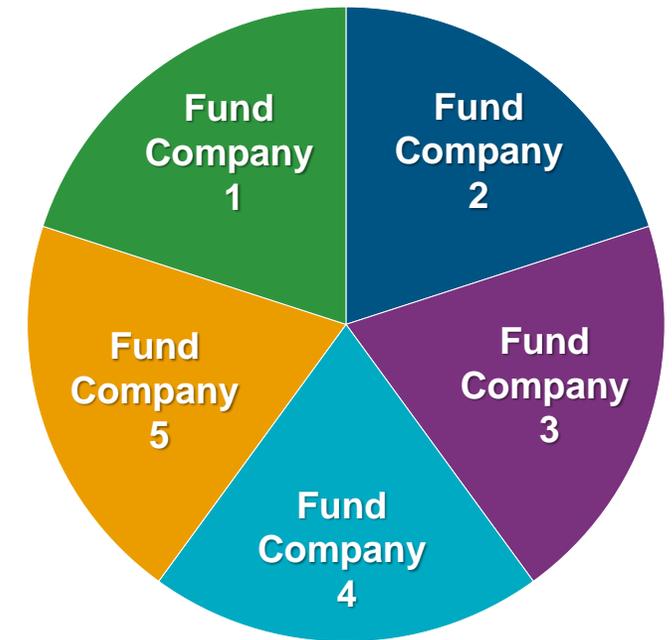
Occurs when the selected TDF contains a high percentage of underperforming underlying investments or is significantly restricted with replacement options due to proprietary constraints.

“Do you understand the principal strategies and risks of the fund, or of any underlying asset classes or investments that may be held by the TDF?” -  
Department of Labor

### Traditional TDFs



### Typical Core Lineup



# Key Takeaways:

1. Build a strong process
2. Helpful content = Positive Response = First Meeting
3. First Meeting = Identifying their Pain Point