

# Measurably *Different*<sup>TM</sup>



Plan Design | Fee Benchmarking | Provider Searches | Investment Advisory | Fiduciary Compliance



# Independence

Independence is core to American life. We look for it in new ideas. In our work. In our financial status.

Plan sponsors operate under intense scrutiny from regulators, employees, the media and even competitors. Few plan sponsors can and want to manage the demands of retirement planning alone—compliance reviews, requests for proposals, fee disclosures, plan design and investment analysis—all of which require strict objectivity.

Even so, sponsors must undertake all of this and more on a regular basis to stay competitive and compliant.

## **401(k) Advisors** *Measurably Different*

Consider our internally-grown **provider search and RFP service** that ferrets out answers to tough questions on provider efficiency, investment performance, expense ratios and revenue-sharing agreements. Comprehensive by design, it allows sponsors to understand precisely where their plan stacks up against dozens of other market-leaders. With confidence.

Strengthened by our knowledge, you'll enjoy the independence to either validate your relationship with an existing plan provider. Or, move ahead to a better-suited provider for top quality services at a competitive total plan cost.

Select 401(k) Advisors as your retirement consultant. Benefit from our independent focus on the success formulas for retirement security. From plan design and benchmarking to investments and compliance issues, learn how we measure up to your expectations.

# Insight

When did you last question the fundamental value of your company's retirement plan?

*The investment mix, fee structure, service package, fund management or compliance profile.*

**Organizations are measured by successful execution.** How well they anticipate change. Adapt to it. Manage beyond it. But when the way ahead is blurred, as in the modern economy, we need insight. Another pair of perceptive eyes. An attentive set of ears. And, an extra measure of expertise.

401(k) Advisors sees beyond the obvious. Our business acumen, intuitive skills and discerning judgment is exactly what you need in a retirement advisory firm. As your co-fiduciary, we envision the solution, guide the process, and position you to achieve beneficial results. Always with accountability. Trust our insight to:

- Select and monitor investments
- Ensure competitive fees and services
- Enhance positive participant outcomes
- Streamline process and procedures
- Build better retirement plans

Check out why clients regard us as refreshingly different. Insight. Innovation. Independence. Together, they add up to measurable benefits for you and your plan participants.

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*401(k) Advisors is one of the few leading, independent consulting firms whose pure focus is retirement security. An industry expert in retirement plan consulting, the firm serves plan sponsors at private, public and nonprofit organizations by prudently managing billions of dollars in retirement assets for hard-working Americans who hope for a more secure financial future.*

# Innovation

In the lexicon of business, the word innovation is often loosely thrown about.

*Which is exactly why we measure for it in all we do.*

**We were the first to develop** massively robust investment analytics through our intuitive **Scorecard<sup>SM</sup>** System. The result: a cost-effective evaluation and monitoring tool for plan sponsors of all sizes. Utilizing both quantitative and qualitative metrics, we were among the first to integrate investment analytics and fund mapping for a meaningful fee benchmarking experience.

Our continuous thought leadership and exclusive commitment to retirement plan consulting propels us to invest significantly in technology enhancements and programming. Today, hundreds of retirement-focused advisors rely on our investment ranking and RFP services, with a common goal to better serve plan sponsors and participants.

Ultimately, the right plan consultant is your barometer on retirement benefits, helping to forecast opportunities, and gauge courses of action so that your participants can achieve successful outcomes.

401(k) Advisors regularly puts itself to the test by undertaking continuous improvement in process and standards. Because our most meaningful test is the protection of sponsors—and financial freedom of participants.

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*Our proprietary Scorecard<sup>SM</sup> System for fund ranking offers innovation far beyond typical investment analytics. Through e401k Proposal<sup>TM</sup> we have developed mastery of the plan provider marketplace, with tens of thousands of hours of research and analysis.*



*National presence with dedicated offices across the United States,  
led by a senior team of highly credentialed Managing Directors.*

**401(k) Advisors** was built by two staunchly independent advisors with enviable track records at major financial firms. They envisioned a more direct way to do the right thing for those who hope to reach retirement goals. Without competing business lines, products to move, or committees to persuade.

Their independence thrives today in 401(k) Advisors —with high-performance talent, a heavyweight business model, and a trademark process for inventive solutions and objective results. Plan sponsors need straight talk. Solid facts. And the personal attention of consummate professionals.

**Talk to us soon.**



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