



Investors are Seeking More Rollover IRA Guidance And Support

Cambridge, Mass., (January 31, 2012) – According to a new report by [Cogent Research](#), affluent investors are likely to rollover approximately \$300 billion from their former employers' sponsored retirement plans (ESRPs) to IRAs in 2012. Attracting these assets, however, is becoming even more competitive as investors search beyond the traditional rollover providers for advice and guidance. These and other findings are included in the new [2012 Investor Assets in Motion](#)™ report released by Cogent Research. The report is based on a nationally representative survey of over 4,000 investors with \$100,000 or more in investable assets, excluding real estate.

While Vanguard and Fidelity are the most preferred rollover IRA destinations, full service providers like Wells Fargo Advisors, Edward Jones, and J.P. Morgan Chase have made significant gains in attracting potential rollover assets in the past year. When combined with the fact that rollover-related research is on the rise, these findings suggest that more investors are in search of greater rollover-related advice and support.

“Today's rollover IRA candidates are scanning the marketplace for providers who can not only guide them through the rollover process, but provide some level of custom support about the pros and cons of a particular solution. Thus, in addition to website tools/resources and educational materials, providers must step up their guidance and ‘advice’ in order to maximize their rollover opportunities,” said Antonio Ferreira, Managing Director and report co-author.

In addition to provider and advisor input, recommendations from friends, colleagues, and employers have grown in importance among all investors—especially among investors working with advisors and Gen X and Y populations. “Many investors are choosing to bypass provider information and ask a trusted individual about their rollover experience with a particular provider. Thus, providers must ensure that the rollover process is efficient and error-free or

risk losing a potential brand advocate,” said Sonia Sharigian, Project Director and report co-author.

Combined, these insights indicate that the battle for Rollover IRA assets is heating up, and will force many distributors and asset managers to work harder to attract these assets in motion.

About Cogent Research

[Cogent Research](#) helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent Research provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services, life sciences, and consumer goods industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

Media Contact: Anne Fallon, (617) 715-7611, afallon@cogentresearch.com
Cogent Research, 125 CambridgePark Drive, Cambridge, MA 02140