

## Investor Rollover Assets In Motion™: 2011

*The Rollover IRA Market Opportunity*

Cogent's Investor Rollover Assets in Motion™ report will provide you with an overview of affluent investors' usage of ESRPs and IRAs, measure distributor and asset management firm opportunities to gain IRA Rollover assets, and analyze the specific steps investors have taken to prepare for retirement. The data is based on a survey of 4,025 affluent investors, with investable assets of at least \$100,000.

### Inside The Report

#### Usage of ESRPs AND IRAs

- How many affluent investors are using Employer-Sponsored Retirement Plans (ESRPs) and IRAs?
- What proportion of assets is allocated to ESRPs and IRAs?
- How does usage of ESRPs and IRAs vary by assets, generation, and other demographics?
- How has usage of ESRPs and IRAs changed over the past year?
- Satisfaction with ESRP providers

#### The Rollover Opportunity

- How many investors have assets in former employer plans?
- How likely are investors to rollover assets to an IRA?
- What is the profile of those investors most likely to rollover assets?
- Which firms are best positioned to capture rollover assets and why?
- Which firms will benefit from "crossover" clients – and which stand to lose ESRP assets to competitors' Rollover IRA products?
- What is the product profile of those likely to rollover former ESRP assets?

#### Retirement Income Preparedness

- What steps have investors taken to prepare for retirement?
- What are investors perceptions of the retirement planning services and solutions of top firms?

**Methodology** Data was collected via a web-based survey of a representative sample of more than 4,000 affluent investors, with a minimum of \$100,000 in investable assets (excluding real estate). Data was collected in October 2010.

**Deliverables** Detailed report including a summary of findings and implications for investment providers.

**Research Investment:** \$7,500

#### To order report or for more information:

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#### Value

**This report will help executives:**

- Understand competitive positioning
- Enhance segmentation strategy
- Improve marketing and communications
- Increase market share
- Boost revenue potential

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