

## Retirement Plan Advisor Trends™: 2011

The Retirement Plan Advisor Trends 2011™ report examines the increasing role of advisors across the full spectrum of plan sizes with a specific focus on retirement plan specialists. It explores the attitudes and perceptions of financial advisors toward all retirement providers and defined contribution (DC) investment managers, and quantifies their satisfaction and experience with the firms they know best and work with most often. Additionally, the report reveals the criteria that advisors consider when determining what plan providers to recommend as well as how advisors influence the sponsor's decision when choosing a provider.

### Inside the Report

#### This report will help executives

- Identify the needs of today's retirement plan advisors
- Optimize support models for the range of services offered by retirement plan advisors
- Understand advisor attitudes and needs regarding service and fiduciary support
- Increase new plan growth and advisor satisfaction levels

### Areas of Inquiry

#### Plan Provider Brand Metrics, Usage and Satisfaction

- Brand loyalty (NPS™) and overall brand satisfaction
- Brand satisfaction on 13 attributes
- Exploration of needs behind critical service metrics (e.g. fiduciary support, etc)

#### DC Investment Manager Brand Metrics, Usage and Satisfaction

- Unaided/Aided brand consideration
- Brand loyalty (NPS™) and overall brand satisfaction
- Usage of DC Investment managers within 401(k) plans

#### Switching of Plan Providers

- Which plan providers are winning and losing plans
- Reasons why specific plan providers are winning the largest share of business
- Reasons why specific plan providers are not recommended

#### Plan Advisor Trends

- Challenges with 401(k) participant and sponsor service
- Opportunities to help plan advisors grow and service 401(k) business
- Intention to become a 321 co-fiduciary or 338 fiduciary

### Methodology

Data for the Retirement Plan Advisor Trends™ is collected in August/September via a web-based survey using a nationally representative sample of 500 plan advisors across the national, regional, independent, RIA and bank channels. Analysis is conducted differentiating high, medium, and low producers.

### Deliverables

Detailed PowerPoint report, including a summary of findings as well as implications for the advisor-based firms, recordkeepers, intermediaries and plan sponsors.

### Research Investment

\$15,000/October 2011

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

E-mail [info@cogentresearch.com](mailto:info@cogentresearch.com) or call 617-715-7641

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