

Success at Work™: Capturing Advisor-Sold Retirement Plan Dollars

While it's true more than half of all advisors sell or support at least one ESRP (Employer-Sponsored Retirement Plan) – and that number promises to grow over the next two years – maximizing profitability among retail advisors who sell and support these plans requires an in-depth understanding and focus on heavy producers, and those advisors committed to increasing their retirement plan business. This report targets those audiences, and explores in detail their attitudes about and relationships with current and potential providers.

Areas of Inquiry

- Current and future ESRP allocations
- Satisfaction with Plan Providers
- Provider Experience Ratings
- Loyalty to Plan Providers
- Detailed advisor profile

Analysis and Output

- Drivers of Plan Provider Loyalty
- Profile of high vs. low ESRP producers
- Profile of ESRP growers vs. decliners

Value. Success at Work™ provides important insights about the advisor-sold ESRP market as a whole, as well as identifies specific areas of strength or weakness for providers seeking to exploit retail advisor distribution channels.

Findings from the report will enable your firm to:

- Benchmark your advisor loyalty vs. key competitors and the industry overall
- Target resources more effectively at advisors or channels with the largest books or growth potential
- Tailor communications efforts to focus on experience attributes that drive loyalty

Methodology. Data was collected via a web-based survey of a representative sample of over 500 registered representatives and RIAs with an active book of at least \$5 million in assets under management. Data was collected in April 2009.

Pricing. \$7,500

To order report or for more information:

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