



FinishStrong by Design™

A newsletter designed to help you tackle the most pressing issues in today's increasingly complex retirement plan world.

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Service, Service & Service - A Tale of Three 401(k) Plans

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As the market continues its plunders and blunders, we've noticed a definite "up-tick" in people's attitudes since April 1st. A wise man described this as "I think perhaps people are just sick and tired of being sick and tired." Well put, we thought.

Thankfully, our attempts to develop new corporate retirement plan relationships during these difficult times have been met with some success recently! Specifically today, we'd like to highlight three new client profiles - very different organizations, yet a common thread of SERVICE (or lack thereof) was prevalent within all three. As you read about these, please consider your own situation.

Client #1 - a local bank.

For the past several years, their 401(k) plan was managed by a large insurance company. The bank's requirements were simple: a more "open" investment platform, transparency of fees, and a "hands-on" service presence to help educate, coach and encourage their employees. Currently, they had no local advisory firm to help them: they dealt directly with the insurance company - consequently "service" was provided by out-of-towners. The bank felt a strong obligation to identify a 401(k) advisory firm willing to provide more personal service and individualized advice to its employees - as well as be accessible to its employees to assist with related personal financial issues.

Client #2 - a local I/T consulting firm.

Their firm had recently been purchased by new owners, who were surprised to find out how little their employees knew about or utilized their 401(k) plan. To compound matters, the new owners had been told (incorrectly) that since their corporate form was an LLC, they (as owners) were not allowed to participate in the plan. Finally, they had no clue as to how their plan's investments stacked-up in terms of performance and fees versus the marketplace. Given their background in professional services, they were quite accustomed to the concept of benchmarking - yet they could not see where a process like this was in place for their plan and were therefore seeking it from within the marketplace.

Client #3 - a local church.

The church had adopted a 401(k) retirement plan for its Pastors and Staff several years ago. Soon thereafter, their advisor left his firm; thus the church's plan became a "house account" that would therefore now, at least in theory, be serviced by a new "house" rep. Sadly however, this never materialized, and several years went by with no on-site education program for the Pastors and Staff. Finally, the church desired to pursue an investment menu that avoided investing in companies profiting from activities that the church deemed contrary to its values - activities like pornography, abortion and gambling - yet had no idea how to go about this.

These plans represent organizations vastly different in terms of business purpose, number of employees and dollar value of their current 401(k) plans. Yet all three had the same message: we desperately want to establish a **relationship** with an organization that will **listen** to us and **pay attention** to us! Each had these common needs:

- **A forum in which to describe their needs and desires to subject matter experts.**
- **An update on the current landscape of the 401(k) marketplace.**
- **The need for a written service plan that would address their responsibilities as fiduciaries.**
- **A consistent, predictable, on-site education program for their Employees to be delivered by credible, competent professionals.**

At Triune, we believe all Employers and Employees deserve the same. Ask yourself, how does this compare to your current 401(k) situation?

The Bottom Line -

Is your current Retirement Plan Advisor really "in the game"? Triune is. We would be honored to help you review the Retirement Planning education and communication that *your* Employees are receiving during these difficult times.

The good FIRST STEP is to determine the TOTAL annual fees charged against your retirement plan.

If you need help, *Triune* has a proprietary tool called **Full Fee Disclosure®** (FFD), where we condense all of your plan's fees onto a single page, easily-understood report. We'd be happy to send you a complimentary copy of our template - JUST ASK. Then you can obtain the information from your current providers (or we can help you do it) and simply "fill-in-the-blanks". To request your **free copy**, please email finishstrong@triunefp.com with **NEED FFD TEMPLATE** in the subject line or call 913-825-6100.

Please contact us anytime. We are here to serve you. We are also growing, by referral. Consider forwarding this email to someone whom you think might appreciate it.

Until next time,

Geoff

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