

# Learn How to Double Assets Under Management with The Next Big Growth Frontier for Financial Planning:

Adding professional management to your clients' individual 401(k) accounts now... while they are still working!

## The Scope: Trillions of Dollars in Unmanaged Assets That You Can Manage Today

Individual investors have trillions of dollars in their workplace 401(k), 403(b) and 457 accounts. For the purposes of this paper, we'll call these 401(k) assets.

Oftentimes, one of the first conversations you have with a client is about their 401(k), a fundamental building block of sound retirement planning. Yet most times, the discussion stalls as you are limited in how you can help them. What a missed opportunity!

For many of your clients, this account is their largest asset, and few 401(k) participants have the time, training or temperament to manage these assets on their own. Some make initial allocations in consultation with a brochure or their officemates and leave it at that. As these accounts grow, suddenly there is a real nest egg that can make a substantial difference in their lives, if managed with your guidance.

## You Don't Have to Wait for the Rollover

Many advisors think they have to wait for the rollover to be able to assist their clients with these significant assets. They fail to realize that they can help their clients today – with their current company plan, while the client is still working. Absolute Capital's WIN platform allows you to do this with the ease of integrated aggregate reporting and direct billing to the account you are advising on. Your client's 401(k) account does not have to sit without proper management any longer!



**Brenden Gebben, MBA, CIMA®**  
Chief Executive Officer,  
Absolute Capital Management

## Executive Summary

- **Trillions of dollars** are available for management in clients' 401(k) accounts – a significant investment asset that has traditionally not been able to receive professional management.
- **Manage these individual accounts now** – without ever dealing with the employer or the plan itself, just your client's account.
- **Absolute Capital's WIN Platform** offers a game-changing solution that enables you to add professional management easily and efficiently to your clients' 401(k) accounts – managing their in-plan assets while they are still working.
- **Earn Fee Revenue Today** with the WIN Platform – you control the amount of compensation, and the billing is done directly out of the 401(k) account!

## Remember! Management is on the Individual Account – Not at the Plan Level

When you hear “401(k) management,” we are not talking about taking over Ford’s, IBM’s or your local dentist’s company plan. The WIN platform supports individual plan participants, one by one. It is a participant’s opportunity to utilize your professional management services, so there is no plan level involvement. No long sales cycles, no board meetings or special approvals are needed.

Adding management does not change the fact that the account is still held within the plan. Assets are not rolling out or moving outside of the plan, the account stays “in-plan.” Your client continues to receive their same statement from their retirement plan provider.

It is an individual participant decision to use this services, so there is no plan level involvement.

## Your Key to Unlock Management on an Individual’s 401(k) Account Now... Absolute Capital’s Workplace Investment Navigator (WIN) Platform

Enter Absolute Capital Management’s Workplace Investment Navigator (WIN) TAMP platform – a turnkey solution that allows you to start managing individual 401(k) accounts today, easily bringing this key account into your existing management, aggregate reporting and automated billing processes.

Most financial professionals do not even realize that through the WIN platform, a client’s 401(k) account can be opened to professional management in a Unified Managed Account (UMA) structure (multiple strategists in one account). This not only adds your professional management, BUT the WIN platform ALSO unlocks a vastly expanded investment universe that you can use to build customized portfolios for your clients. And this can be done with accounts starting as low as \$30,000.

## Absolute Capital’s WIN Platform

Whether you have previously looked at managing your client’s 401(k) accounts or are just realizing this opportunity, you will find that Absolute Capital’s Workplace Investment Navigator (WIN) platform is unique in its ability to provide you more investment choices, better access and reporting as well as direct billing from the plan accounts.

- ✓ Works with most leading retirement plan providers.
- ✓ Adds your professional management to the account for trading and billing. No client login credentials needed.
- ✓ WIN offers an expansive selection of strategists (ETFs, mutual funds, individual stocks and bonds) – all easily deployed by you.
- ✓ Seamlessly navigates and provides all paperwork ready for client e-signature – putting time and resources back into your day.
- ✓ Keeps assets in the plan. Same custodian, same statement, same on-line portal.
- ✓ Enables you to set your own fee that can range from 0% - 1.6% - fees bill directly from account

## **Compliant Way to Add Management on the Account**

For decades, financial professionals were faced with challenges trying to help clients with their 401(k)s. There was no easy way for them to bring this core investment asset into the client's overall financial plan and get paid for their advice.

For those who wanted to help with their client's 401(k) management, many used their client's personal on-line credentials to review or reallocate a 401(k) account. This presents a variety of compliance and legal complications. They also faced challenges in just offering advice if it was not properly structured and documented. The WIN platform avoids this by formalizing the arrangement and coding management onto the account. With our platform, neither you nor Absolute Capital needs to possess the client's on-line credentials.

## **Quickly Know "IF" and "HOW" Management Can Be Added to the Account**

The WIN platform is available in over 100,000 plans covering 20 million participants. Absolute Capital's team has a listing of plans and understands not only "IF" a plan allows management, but also "HOW" to add management seamlessly. Absolute Capital can provide this information for any company where you have clients or prospects.

The type of plans that allow management vary from small plans through many Fortune 500 firms as well as municipal plans, schools, universities and health care providers. Part of the WIN offering informs you of available employers in your area, providing you with new growth opportunities in your backyard.

For financial advisors who wanted to help with their client's 401(k) management, many thought they had no choice but to use their client's personal on-line credentials to reallocate a 401(k) account.

## **Expansive Universe of Models and Managers to Build Customized Portfolios**

Through Absolute Capital's WIN platform, you will greatly expand the universe of investments, models, and managers available in the 401(k) account. The account is no longer beholden to the limited core fund menu selected by the employer. You can now select to receive management from household names such as American Funds, BlackRock, Goldman Sachs, Northern Trust, Russell Investments, State Street and Vanguard or specialty names such as Dorsey Wright along with many other managers and models. The WIN platform offers a far larger menu of options such as ETFs, mutual funds and stocks – all easily deployed to help create a more ideal portfolio for your client. As the client's needs and risk profile changes over time, you can easily change managers and risk levels as needed.

## **Access Across Multiple Custodians**

The WIN platform has agreements with many of the leading retirement plan custodial providers including Charles Schwab, Empower, Fidelity Investments, Nationwide, Vanguard and many more. This means that the WIN platform is already set up to work with most major plan custodians you'll encounter. Importantly, such agreements will connect you to the account for billing, reporting and trading purposes. The account can be compliantly traded within the WIN platform with management fees taken directly from the account. This formalizes the third-party management on the account at the custodial level.

## Set Your Own Fee

As the advisor, you have the flexibility to charge the client a management fee ranging from 0% – 1.6% annually, billed from the account (rates can vary due to plan rules). Knowing how much is invested in your clients' 401(k) accounts, can you imagine how much additional AUM can be brought under management? In addition to the increased AUM and revenue that this can bring, you may not be aware of how it could impact the value of your business. It is estimated that for every 1% of annual growth in your book of business, the value of your practice increases by 7%. Utilizing the WIN Platform can amplify your practice!

As the advisor, you charge the client an advisory fee between 0% - 1.6% annually, billed directly from the account.

## Paperwork Completed for You – E-Signature for Client Ease

Absolute Capital has cracked the code and handles the paperwork. Following a proposal generation, Absolute Capital delivers to you the pre-populated forms, either paper-based or electronic signature ready. After the account is set up, you merely log into the WIN platform to review the account or arrange a data feed to be sent to your third-party software – giving you a holistic view of client assets.

## The WIN Difference

Managing 401(k) accounts on Absolute Capital's WIN platform can be a key AUM growth and revenue driver for your practice while helping increase client wallet share. This further opens your offerings to both current and prospective clients. Most importantly, it can help your clients maximize the benefit of their 401(k) plan.

**Brenden Gebben, MBA, CIMA®**, is Chief Executive Officer of Absolute Capital Management. He has written this opportunity piece for producing financial professionals & advisors as well as RIA and B/D leadership. The discussion aims to provide a greater understanding of the vast opportunities to add your management to individuals' workplace retirement accounts – 401(k), 403(b), 457 – while they are still working.

Absolute Capital Management, LLC is an SEC registered investment adviser. For a detailed discussion description of Absolute Capital, its products, and fees, please refer to the Firm's Form ADV on file with the SEC, [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The Firm's CRD number is 121484. You may also contact them at 888-388-8303 or visit their website at [www.abscap.com](http://www.abscap.com). 5001-267

**To learn more on how to incorporate WIN into your practice, contact Absolute Capital today.**

**Phone: (888)-388-8303**

**Email: [info@abscap.com](mailto:info@abscap.com)**

**Site: [www.abscap.com](http://www.abscap.com)**