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Subject: **GROWTH: The Only Solution**

Numerous proposals about fixing the ailing retirement plans system, social security, Medicare and healthcare have circulated in recent months. Investment managers are also busy designing products with annuitized components and income guarantees. Like conventional wisdom, none of them offer a real solution

The wide ranging proposals have emanated from industry officials to radicals with socialist agendas. As you might guess, the proposed system solutions all have tradeoffs. While large financial institutions should be better at risk management, the proposed product details are complicated, including legal issues, cost, fiduciary hurdles, portability, discontinuance and platform challenges. The progression towards some type of guaranteed retirement benefit does, however, make sense.

While most things can be tweaked to enhance performance, **growth remains the only real solution to our problems and needs.** We cannot tax our way to a solution and adequate income streams cannot be supported by inadequate assets. Sustained growth is also the only thing capable of providing the following:

- Broad Economic Recovery
- Job Creation
- Increased Salaries & Wages
- Corporate Profits
- Company Matches
- Improved Investment Returns

Given the decades of fiscal mismanagement, huge federal debt, ongoing federal deficits, state & local deficits, wealth destruction, an aging nuclear deterrent, ongoing geopolitical challenges and already high tax burdens, growth is the sole solution. **Capitalism can't survive without growth and neither can the financial services industry as we know it today.** Fortunately, there are still pockets of opportunity for specialists and those who exercise their thought process.

THE NON-TRADITIONAL PATH TO GROWTH

The CFDD has talked about the maturing retirement plans market for years and the importance of pursuing non-traditional growth opportunities, including BOR consolidation and the merger/acquisition of advisor practices.

Unlike generalists, **specialists can still adapt, stay relevant and grow their business through the consolidation of retirement plan advisory services.** While direct sold plans have been adding advisors for several years, the trend is expected to continue. As you can see from the following, the dynamics of the advisor-sold retirement plans market are changing.

- 20% Of All Plans Lack An Advisor
- 80% Of All Plans With An Advisor Are Serviced By Generalists
- 10% Of All Plans With An Advisor Are Looking For A New Advisor
- The Remaining Generalists Will Be Replaced By Specialists

CFDD PURPOSE & THE EAE PROGRAM

Going forward, **the CFDD's sole purpose will center on helping specialists grow their business through the consolidation of retirement plan advisory services.** As a former provider of 401(k) program competitive analysis, helping plan sponsors evaluate ERISA advisors represents a logical return to our roots.

The CFDD's unique ERISA Advisor Evaluation (EAE) program for plan sponsors is a powerful marketing tool and it will play a key role in our mission of helping advisors grow their business. In addition to changing the way retirement plan advisors are selected, **the online RFP process will drive consolidation business to qualified specialists within the CFDD's network.**

The low cost EAE program will **increase sponsor efficiency, reduce their burden, provide insulation through a documented process, facilitate improved performance and identify the plans in play.**

The independent, credible and referable EAE will also **drive cross sales of select products & services,** like professional liability insurance, designations and other pertinent items.

For an overview of the EAE Program, go to:
<http://www.thecfdd.com/ERISAadvisorevaluation>.

THE EAE & NEW AGE MARKETING

Telemarketing, traditional marketing, third party mailing lists, print media and large conferences that lack intimate networking opportunities are dead. In short, what worked in the past is no longer effective. To be successful, **new age marketing must be consistent with the evolution of decision makers and the decision making process.**

Given that branding takes time, advisors should assume their **initial phone calls to prospects will not be returned.** Sponsors are incredibly busy and advisors must be prepared to **clearly communicate their value proposition at the drop of a dime.**

In addition to **maximizing vendor relationships, references and centers of influence,** advisors should **target specific industries, limit their prospects and identify the decision makers early.**

In addition to targeting specific industries, advisors must **also develop their own industry contact lists, join industry associations, attend industry meetings and ask for industry referrals.** In other words, the laser is in and the shotgun is out.

Communicating accomplishments for similar clients, particularly those within the same industry, and providing informational value is absolutely essential. **Being specific about how you can help prospects,** i.e., lower costs, reduce their burden, provide insulation, raise participation, increase returns, etc., is also important. As always, advisors must **identify the sponsor's pain points and provide a solution.**

The low cost EAE program will enable qualified specialists to **showcase their value proposition, leverage the CFDD's plan sponsor marketing initiatives and increase activity.** The EAE sanctioned *Advisor Profile* can also be downloaded and used as a credible marketing tool.

Our soon to be released white paper on *How To Evaluate ERISA Plan Advisors* will provide a powerful marketing tool and **educate sponsors about the difference between advisor categories.**

In addition to the marketing tools mentioned above and the forthcoming EAE website, our new *EAE Newsletter* will target plans sponsors and **highlight their ERISA duties, fiduciary claims, settlements and litigation.** Given that sponsors lack the time and expertise to fulfill their legal responsibilities, hiring the right advisor is the most important decision a sponsor can make. As a result, the quarterly newsletter will also **provide tips on how to evaluate ERISA plan advisors.**

Retirement plan purists below the jumbo market are acknowledging the evolving marketplace, including the need to offer a menu of participant advice and HNW solutions. On the other hand, **a growing number of vendors seem out of touch with the evolving retirement plans market and the need to be proactive.** This is important because vendors must develop an effective BOR consolidation strategy and get closer to consolidating specialists to retain assets.

CFDD 2010 ADVISOR CONFERENCE: The Fonz Lives

The CFDD's October 6-8 (Wednesday-Friday), 2010 Advisor Conference, *NEW AGE MARKETING: What Worked In The Past Is No Longer Effective*, will return to the downtown Chicago Fairmont - Millennium Park Hotel, Chicago, Illinois.

Given the evolving decision making process, the retirement industry must adapt to the new environment to capture market share. **The CFDD's sole purpose centers on helping specialists grow their retirement plans business and professionalizing the advisor selection process.** Given our mission, the new ERISA Advisor Evaluator program for plan sponsors will play a key role in the consolidation of retirement plan advisory services.

While CFDD '09 was another homerun, **CFDD '10 is designed more intimately to facilitate enhanced learning, advanced concepts and deeper networking.** Specific education tracks will be threaded throughout the event and more advisor roundtables will be included in the program, including spirited after hour meetings.

In addition to new age marketing, **CFDD '10 will feature a 50's theme**, including a Fonz look-a-like contest, hula hoop/twist contests, an Elvis impersonator, professional entertainers and major photo-ops for sponsors. Consistent with our theme, the conference will feature authentic 50's **Attire Awards** and a **Grand Prize Trip to Graceland** for two. The '57 Chevy may be no more than a ghost, but cats & chicks can still roll up t-shirt sleeves, don retro sunglasses, hoop skirts, pony tails, ducktails and network in a relaxed, fun & outreach friendly environment.

The Chicago Fairmont can only accommodate sixty exhibition booths and while one-third are already committed; **all booth locations are equally traffic friendly.** To facilitate increased networking, **all food and beverage will be served in the exhibition area.**

As a bonus, **the 2010 exhibition package includes complimentary advertising on the CFDD's website and in our email newsletter with a value up to \$25,000.** The website is currently experiencing more than 300,000 page visits per month and our newsletter reaches a highly targeted audience of over 35,000 retirement plan professionals.

The CFDD already offers more value, unbiased content and attracts more accomplished retirement plan advisors than any other industry event. To add even more value, **exhibitors who commit early could benefit from banner ad exposure on the CFDD's entire website and our email newsletter for up to one year without additional cost.**

Our limited 2010 booth space will be sold-out by year-end. To secure your space now, benefit from a **15% early registration discount**, extended complimentary advertising and exposure to **the industry's most powerful database of retirement plan specialists**, exhibitors should click [HERE](#) to register early. **Individuals who register before 12/31/09 can also save up to \$1,000.**

For more information, contact us at: CFDD@TheCFDD.com or visit us at: <http://www.thecfdd.com>

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