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Investor Rollover Assets in Motion™

Uncovering IRA and retirement marketplace opportunities

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The fate of the DOL fiduciary rule may not yet be determined but the rule's influence on the industry has already been cast in terms of where and how service providers and financial advisors can offer rollover advice. Many investors are being left to their own devices when deciding if, when and where to move their former DC plan assets. The direct line of communication between IRA providers and investors is more critical than ever.

Investor Rollover Assets in Motion explores the assets investors hold in current and former employer-sponsored retirement plans (ESRPs) to help firms maximize their opportunity to gain IRA rollover assets. The report provides sizing for the rollover IRA market, profiles investors who are likely to roll over plan assets, identifies the firms best positioned to capture rollover assets, and analyzes the steps investors have taken to prepare for retirement.

QUANTIFY ROLLOVER OPPORTUNITY

Understand the size of the rollover IRA market and determine which investors are likely to roll over assets

ASSESS COMPETITIVE POSITIONING

Uncover which firms investors are planning to roll their assets to and determine your position among your competitors

BOOST REVENUE POTENTIAL

Improve marketing and communication to encourage rollover activity and increase market share

Investor Rollover Assets in Motion Overview

AREAS OF INQUIRY

Usage of ESRPs and IRAs

- Proportion of assets allocated to ESRPs and IRAs
- Variations in usage of ESRPs and IRAs by assets, generation and other demographics
- Allocation to IRAs among owners
- Types of ESRP account ownership

The Rollover Opportunity

- Proportion of investors with assets in former-employer plans
- Percentage of investable assets in former ESRPs
- Length of time assets were held in former ESRPs
- Likelihood of investors to roll over assets to an IRA

- Profile of investors likely to roll over assets
- Triggers of rollover activity
- Preferred rollover destination
- Reasons for selecting preferred rollover IRA destination
- ESRP rollover potential
- Consideration of top providers for rollover IRAs
- Competitive threats and opportunities

Financial Wellness and Retirement Preparedness

- Assessment of current financial situation and steps taken by participants to prepare for retirement

SAMPLE SIZE AND METHODOLOGY

- 4,600 DC plan participants actively contributing to a DC plan and/or having at least \$5,000 in a former employer's DC plan
- Web-based survey
- Statistically representative sampling using US census data to mirror the engaged participant universe by gender, region, age, education and household income

PUBLICATION SCHEDULE

- Survey fielded: May 2018
- Publication: July 2018
- On-site strategy session: Starting August 2018

SUBSCRIPTION INVESTMENT: \$9,500

- Detailed report including a summary of findings and strategic implications

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Talk to us.

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Pinpoint competitive weaknesses to elevate brand, increase market share and benchmark your firm against competitors with our robust suite of investor research.

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