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Retirement Plan Advisor Trends™

Exploring the attitudes, behaviors and preferences of the most critical players in the distribution of DC plans

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Competition in the defined contribution (DC) market is intensifying. To maintain profitable relationships with financial advisors managing DC assets, asset managers must align their investment products and value-added offerings with plan advisor needs. Similarly, for recordkeepers to grow and retain business, it's imperative that they ensure the right tools and services are available to plan advisors.

Retirement Plan Advisor Trends examines the role of advisors across all channels, with a focus on retirement plan specialists. The report enables plan providers and DC investment managers to pinpoint competitive strengths and weaknesses in brand and key plan advisor experience metrics to grow market share and strengthen plan advisor loyalty.

NEW THIS YEAR: Extended plan advisor service and support ratings for plan providers, reasons for planning to stop/stopping recommending plan providers, and reasons for planning to stop/stopping recommending investment managers.

GROW MARKET SHARE

Uncover the criteria plan advisors use when making recommendations and ensure your firm earns a place in their consideration set to grow market share

TRACK COMPETITORS

Track how your competitors perform on key brand, service and loyalty metrics

STRENGTHEN DC ADVISOR LOYALTY

Develop programs that match plan advisors' expectations for service and support to build loyal relationships

Retirement Plan Advisor Trends Overview

AREAS OF INQUIRY

Brand Equity

- Unaided and aided consideration and awareness
- Brand impression and imagery association
- Consideration of DC investment managers by asset class and product type
- Key drivers of consideration
- Net purchase intent

Usage, Satisfaction and Loyalty

- Penetration and usage
- Share of plans and assets
- Loyalty and satisfaction with a battery of product and service attributes
- Key drivers of satisfaction and loyalty

Plan Advisor Profile

- Percentage of advisor compensation from DC plans
- Percentage of AUM in DC plans
- Comparison of emerging vs. established producers
- Number and size of plans managed
- Plan advisors acting as 3(21) or 3(38) fiduciaries
- Plan advisors offering multi-employer plans
- Services provided to DC plan sponsors and participants
- Most important aspects of plan advisor, sponsor and participant support
- Most valuable features on participant websites

DC Plan Investment Design

- Services provided to DC plan sponsors and participants
- Number of plan providers and investment managers recommended
- Number and type of investment options recommended
- Most important aspects of plan advisor support
- QDIA option used most often
- Target date fund features and brand recommendations

SAMPLE SIZE AND METHODOLOGY

- 500 advisors across the National wirehouse, Regional, Independent, RIA and Bank channels
- Retirement plan advisors evaluated by DC AUM
- Web-based survey
- 35 plan providers and 50 DC investment managers evaluated

PUBLICATION SCHEDULE

- Survey fielded: August 2018
- Publication: September 2018

SUBSCRIPTION INVESTMENT: $35,000

- Detailed report including a summary of findings and strategic implications
- Custom data cuts and survey work by senior analysts

Cogent Syndicated is the most trusted, reliable and agile source for wealth management insights.

We've been inside the industry for over 20 years. Every single day we are talking to your most valuable clients, customers and prospects—they know us and they trust us. Need a full picture of the DC market? Our Retirement 360° presentations integrate firm-level findings across three major DC audiences to give subscribers a holistic view of their position in the market.

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

RETIREMENT PLANSCAPE®
Pinpoint strengths and weaknesses in brand, loyalty and key plan sponsor experience metrics

DC PARTICIPANT PLANSCAPE™
Understand the attitudes and perceptions that influence plan participants' behavior to tap into cross-selling and rollover IRA opportunities

RETIREMENT PLAN ADVISOR TRENDS™
Increase DC market share, optimize distribution strategy, strengthen advisor satisfaction and improve competitive positioning

Talk to us.

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