



A New Opportunity to Grow Your Business

## Sizing up the opportunity.

The business retirement plan market is enormous, and our Bank of America Defined Contribution Retirement Plan provides key benefits to your clients.

### The business retirement plan market

To understand the magnitude of the opportunity, consider the following:

- Assets held in business-sponsored plans have grown to over \$16 trillion (Investment Company Institute (ICI)).
- More than 95% of defined contribution plans have assets of less than \$10 million (Cerulli Associates).
- Established plans generally have substantial assets and the trails paid on contributions can create a significant and steady stream of compensation for you.
- Financial advisors like you play a key role in this market — **more than 70% of small plans are sold through advisors.**

Of the nearly 30 million small businesses in the U.S., more than three-fourths of them are in the Bank of America footprint. Even better, 4.9 million small businesses are already Bank of America clients.

Since many of these clients and prospects already have company-sponsored retirement plans with other providers, the opportunity to convert existing plans is substantial. By one estimate, more than 35,000 plans with nearly \$195 billion in assets changed providers in 2007. Typical factors motivating provider changes include cost concerns, fund performance and plan administration efficiencies.

### Benefits of a defined contribution retirement plan

A defined contribution retirement plan offers important benefits to both business owners and employees, including:

**Employee retention and recruiting.** A competitive retirement plan can be a powerful tool for building a stable, loyal workforce.

**Business tax benefits.** If the employer matches a percentage of the employees' contributions, and/or makes profit-sharing contributions, the business is eligible for a tax deduction.

**Ability to effortlessly save for retirement.** Payroll deduction makes it convenient and easy for employees to save and invest for retirement.

**Employee tax benefits.** Pretax contributions provide a tax break now, while retirement plans earnings are tax deferred (both are subject to taxation upon withdrawal at retirement).

**Investment choices.** Employers can benefit from higher plan participation rates because they can offer a broad range of diverse investment options to meet employees' needs. Employees benefit from access to a variety of well-known mutual fund families.



The retirement plan market provides you with an exceptional opportunity to broaden your business and deepen existing client relationships.



## Step 1: The art of prospecting.

Evaluate your current book of business to see who represents a business retirement plan opportunity. You should also consider asking your individual clients about their workplace retirement plan; they can make great referral sources to decision makers at their workplace.

### Look for:

- Businesses with a retirement plan **with more than \$500,000 in plan assets**
- Professional offices (doctors, dentists, attorneys, accountants, architects)
- Influencers and decision makers (attorneys, accountants, CEOs, CFOs, COOs or Human Resource/Benefits Officers who may be their retirement plan's decision maker)

It's prudent to review the current state of their plan to ensure that this important employee benefit is meeting the needs of both the participants and the employer.

### Taking action:

Ask your clients who own businesses about their experience with their company's retirement plan. Use the **Retirement Plan Prospecting Questionnaire** in the back pocket of this kit to assist you. Talk with your prospect about these and other questions:

- What do you consider to be the most important feature of your plan?
- What do you like/dislike about your current plan?
- Are you satisfied with your current plan's investment options?
- Do you have concerns regarding plan costs?

## Step 2: Demonstrating solutions.

To help you make the case with your prospects, we've developed a comprehensive **Plan Sponsor Kit**, which you can find on the **Institutional Retirement Intranet Site**. It contains all the details of the Bank of America Defined Contribution Retirement Plan and helps you reinforce its key benefits: broad investment choice, service excellence and competitive pricing. You can also use the **Plan Sponsor Kit** as a guide in engaging your prospect in a discussion about the features and benefits of the program.

Our library of sales aids contains regularly refreshed information to meet your needs. Check the **Institutional Retirement Intranet Site** for useful sales/marketing tools and resources.

The **Retirement Resource Center** offers a wealth of information and is available as a resource to you.

### Taking action:

Once you've completely reviewed this guide and understand the features and benefits of the Bank of America defined contribution retirement plan, go to the **Institutional Retirement Intranet Site** and review the **Plan Sponsor Kit** which is available for you to provide to your prospects.

Become familiar with the library of resources and tools to support the presentation to your prospect.

Review your book of business for clients who are also small-business owners and set up meetings to review their company's retirement plan.

Contact the **Retirement Resource Center** at **1.800.306.1618** for assistance.



Plan Sponsor Kit



Plan Sponsor  
Fiduciary Checklist



Employee Enrollment Book