



Benefits to Plan Sponsors

Financial Freedom for All

BETTER

Collective Investment Funds (CIFs)

Core Options

Your Advisor and 401kDirect offers low cost private money managers or passive index products as CIF alternatives for your Plan Participant that wants to increase investment earnings by reducing investment cost. Available in addition to mutual funds.

Managed Lifestyle Options

Your Advisor and 401kDirect offers passive index funds in CIF Managed Lifestyle models that can be created by your investment advisor or purchased “off-the-shelf” from top nationally-recognized money managers. Available in addition to mutual funds.

SMARTER

A full range of Qualified Plan Trustee services - from “self-trustee” plans to “institutional-trustee” plans.

\$1 billion of market place influence using the 401kDirect trading platforms.

Competitive positioning in the mid-size market (\$3-100 million).

Seamless, top-tier services at or below the net cost of many bundled “vanilla” providers.

Access load mutual funds at NAV (no sales charges applied).

Access no-load mutual funds at NAV.

Get the “best of both worlds”: leading edge technology and local professionals delivering plan services.

- Reap the benefits of the technological revolution that has swept the retirement plan industry at both the plan and participant level.
- Enjoy the benefits of a national network of local third-party administrators personally delivering hands-on professional support in lieu of the “1-800-No-Help” lines which have unfortunately become the norm in the retirement plan industry.

Break away from the biases and constraints of “packaged” or “bundled” plan providers, but use the advantage of a solution integrated with a trust company for “safety and security.”

Enable 401kDirect and the Plan Trust to reconcile, recapture and credit the plan with all available revenue sharing on plan investments on your behalf.

Allow the Plan Trust to bill, collect and remit all plan expenses on behalf of service providers.

Transparent Pricing - receive full disclosure of all plan expenses as well as all revenue generated by plan assets.

- 100% pass-through of ALL forms of revenue sharing:
- Finder’s Fees
- 12b-1 Fees
- Sub TA Fees
- Shareholder Servicing Fees

Open architecture investment platform providing access to:

- Virtually ALL 12,000+ publicly traded mutual funds
- Select private money managers through
- Collective Investment Funds (CIF’s)
- Separate Accounts
- Common Trust Funds
- Commingled Bank Funds
- Brokerage Account Windows
- Employer Stock

Liability mitigation through the development/re-statement of the plan’s Investment Policy Statement by delivering:

- Documentation of the investment selection and monitoring process
- Quarterly ranking of all funds through 401kDirect Select List
- A customized quarterly Plan-specific Quarterly Monitoring Report (QMR)

MORE EFFICIENT

The application of leading edge technology allows Plans to:

- Provide participants with the technological communication tools that have become ubiquitous in the retirement plan industry (i.e., fully interactive participant websites, voice response units, online financial advice engines et al).
- Pay only for those services that are utilized through the application of “mass customization” concepts.
- Engage local professionals to deliver services in their respective areas of specialization resulting in a higher level of personalized service and better overall support at both the Plan and the participant levels.
- Lower the bottom-line, net cost of the Plan by paying only for requested services.

The Basics...

- 401kDirect through its affiliated resources provides services and products all integrated with a trust company for 'safety and security'.
- Your Advisor and 401kDirect offers wide access to mutual funds, discount brokerage windows, exchange-traded mutual funds, lifestyle funds and private money managers.
- Your Advisor and 401kDirect provides both trading and Plan Trustee Services that include the most favorable revenue sharing agreements.
- Through contracts with the industry's largest and most popular mutual fund families, 401kDirect has negotiated fee arrangements which allow us to recapture these fees on your participants' behalf.

In this context, we can provide cost-conscious Plan Sponsors with full disclosure of "true" costs that can be billed and paid directly or we can provide investment products with revenue sharing opportunities that help defray all or a portion of the costs.

Flexibility of Investment Options

- 401kDirect offers universal access to virtually any mutual fund through a wide variety of trading platforms via a single electronic interface.
- Self-directed accounts and brokerage windows can be made available to participants through a variety of options.
- 401kDirect can provide a Trustee-directed fund (i.e., your Trustee-Directed Profit Sharing Plan Fund) and make it an investment option along with participant-directed mutual funds, minimizing fiduciary liability. This unique concept is anticipated to be a growing industry trend in the years to come.

Full Disclosure of Expenses and Control Over Revenue Sources

- The 401kDirect Solution eliminates wrap fees, contract fees, mortality & expense fees and the like typically found in "bundled" products offered by insurance company in the guise of group annuity contracts by providing you with direct access to mutual funds.
- In keeping with our Transparent Pricing philosophy, 401kDirect fully discloses all expenses and transfer of all revenue obtained from:
 - Finder's Fees
 - 12b-1 Fees
 - Sub-Transfer Agency Agreements
 - Share Servicing Fees
- YOU decide how to allocate this revenue - to offset plan expenses and/or to pay a "plan dividend" to participants.

Comprehensive, Local, "Hands-On" Support

- The nationwide network of 401kDirect service partners delivers regional "hands-on" support wherever YOU may be located.
- Before these service partners are approved and integrated into the 401kDirect network, they must pass a comprehensive due diligence review.

Freedom Through Flexibility...

- 401kDirect can provide institutional Trust services through our alliance bank trust company partners. Institutional Trustees act as a Plan Fiduciary and offer comprehensive 404(c) compliance support for the selection of investment options or private money managers.
- 401kDirect is able and eager to work with you on "out of the box" plan design challenges, such as:
 - Company Stock (Privately Held or Publicly Traded)
 - Exchange Traded Funds
 - Frozen GICs
 - Real Estate
 - ESOPS
 - Collective Investment Funds with a need to be unitized and priced daily

Take the '401kDirect Test' - A Due Diligence Review

- 401kDirect provides you with the analytical tools to detail all expenses and revenue sharing including a 10 year pro forma projection.
- The 401kDirect "Test" is comprised of a 3 step analysis:
 - See the "true" cost of your plan by reviewing the revenue sharing your existing funds generate that you are not collecting;
 - Evaluate the potential "cost reductions" available by collecting these revenue streams for the benefit of your Plan Participants; and
 - Review low cost/high performance investment line-ups and investments that provide greater revenue sharing opportunities.

For more information: www.401k-direct.com info@401k-direct **(877) 401-5347**

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