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THE (MORE) EFFICIENT FRONTIER

What could an additional 50 client meetings per year mean for your practice?

But who has the time? Well, as it turns out, you do — or might.

In a market that is hyper-competitive — and consolidating — your practice — your business — needs to maintain its edge — you.

How can you devote more of you when there are only so many hours in the day?

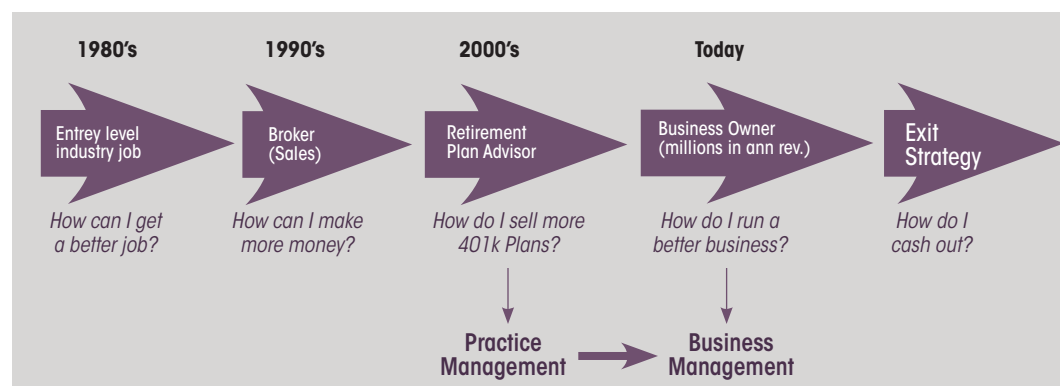
"Advisors today are finding themselves running small companies in a hyper competitive and consolidating market," explains Brendan McCarthy, National Sales Director, DCIO at Nuveen. "They need help with their business needs — marketing/PR, business strategy, even helping establish and maintain a strong profit-loss statement".

That's a marked shift from the practice management focus — areas such as target-date evaluation tools, sample investment policy statements, and the like — that has traditionally dominated DCIO support. McCarthy describes this "evolution" of the focus of successful retirement plan advisors as:

and tools to help advisors with their own set of C-Suite services — the most recent a plan profitability calculator designed to help advisors assess and manage the P&L of their retirement plan business.

That process often begins with an analysis — one that Nuveen has outlined in a series it calls the "5 Components of a Profitable Retirement Plan Practice" (see box). In fact, NAPA Net's 2018 Summit Insider survey found that less than a third (31%) of retirement plan advisors are currently tracking profitability on a per plan basis.

For those who are looking to take that focus to the next level — to move on to that more efficient frontier — Nuveen has introduced a Plan Profit (k)alculator™ that is designed to: (1) identify some of the most important variables that impact plan profitability; (2) determine whether a plan is providing the financial return you seek in your retirement practice; (3) assist to organize the information you need for



"We are seeing a shift from practice management needs to business management needs. If you think of it, a lot of these advisors are now CEO's of small companies, and Nuveen wants to help them be successful in that role so that they can continue to grow and prosper in today's competitive retirement plan market," McCarthy continues. To that end, Nuveen has put together programs

both prospective and existing clients; and (4) better assess and refine your service model, cost structure and prospecting efforts.

To learn more about Nuveen's investment strategies and how we can help you grow your retirement plan business, contact one of our retirement specialists at 888.842.5433 or visit us at nuveen.com/retirement.

A "SMART" START

5 Components of a Profitable Retirement Plan Practice

The most productive advisor/advisor practices:

SEGMENT THEIR PLAN BUSINESS

By demographics, plan type, geography, industry, compensation model — and time commitment.

MANAGE THEIR TIME

Know how they are spending their day. Knowing how much time you are spending on a per client basis is one of the most important attributes to managing profitability.

AGREE ON SERVICES

Establish clear expectations via a client service agreement. The best way to control the time demands of a plan is through a detailed client service agreement. Additionally, this is a great way to demonstrate your value.

RECOGNIZE WORTH

Determining a billable hourly rate allows them to better understand and control costs, revenue targets and overall profitability. It can also help determine the best allocation of resources among team members.

HAVE A TARGET

Establish, monitor and maintain both firm and individual development goals.