

Please note: This is a transcription so there may be slight grammatical errors.

Audrey Wheat:

As a small business owner, you know that offering a retirement plan is a key part of providing a competitive benefits package. Yet only around 2% of the 30 million small businesses in the United States offer 401k plans. So what's the disconnect?

For many small business owners establishing and managing a company retirement plan can feel like a huge undertaking, especially on top of the daily challenges of running your business. Operating a 401k plan involves fiduciary decisions, which you, as the sponsor of the retirement plan, are legally responsible for. In the most basic terms, being a fiduciary means you must run the retirement plan solely in the best interest of its participants and beneficiaries. This role can be daunting if you don't have experience with the ongoing operational and administrative tasks needed to keep your retirement plan in compliance with government regulations.

It takes time, knowledge, and internal resources to maintain a successful retirement program for employees. That's why CAPTRUST created Direct Fiduciary, an ideal solution for retirement plans with 1 to 20 million dollars in assets. Direct Fiduciary allows business owners to offer their employees a competitive 401k retirement program without devoting significant time or internal resources to maintain and operate the plan. By partnering with CAPTRUST, a registered investment advisor with more than 30 years of experience working with retirement plans, you can outsource the most time-intensive tasks and many of your fiduciary obligations, including administrative and investment responsibilities to true industry experts.

With less time spent on your retirement plan, you can get back to doing what you do best. Along the way CAPTRUST assists employers with navigating key fiduciary responsibilities that cannot be outsourced, such as monitoring your plan's service providers, and benchmarking plan fees to ensure that you aren't being overcharged. And because simply offering a retirement plan is not enough, CAPTRUST also provides virtual investment advice to all of your participants, so they have the help they need when it comes to planning for retirement and other key financial milestones.

Additionally, employers have the option to include one-on-one participant advice and financial wellness services in the program. At CAPTRUST we understand the unique needs of small employers and how these needs can vary from company to company. Direct Fiduciary allows small business owners to leverage CAPTRUST collective scale and expertise while maintaining control of their company's retirement plan to ensure it meets the needs of their employees. Curious if Direct Fiduciary is a fit for your small business's retirement plan? Call CAPTRUST today, we're here to help.

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