

## Retirement plan services

Identify prospective  
retirement plan clients



**CAPITAL  
GROUP®**

**AMERICAN  
FUNDS®**

# Build bridges to new retirement plan business



Many financial professionals have found that they're better able to retain assets, stabilize flows and increase ancillary sales – even during difficult times – by adding retirement plan business to their practice. The good news is that the best prospective clients are often right in front of you. To help you identify them, we've described four common bridges to new business that successful retirement plan professionals turn to on a regular basis.

## We've made it easy to get started

On the following pages, we'll explain a little about each of the bridges to retirement plan business and how other financial professionals have successfully approached these prospective clients. Spaces are provided for you to list people you already know whose connections might make good leads to potential clients.

Initial contact usually involves a conversation meant to uncover a need or concern that you can help them with, which is why we've also included sample questions to assist you. This may, in turn, lead to offering the employer a better retirement plan solution.

In all cases, once you've identified a prospective client, call us and we'll help you earn their business.

This worksheet will make it easier for you to identify and engage "warm" prospects to help grow your practice. We suggest you refer to it regularly to make this a part of your everyday activities.



**Investments are not FDIC-insured, nor are they deposits of or guaranteed by a bank or any other entity, so they may lose value.**

---

### Existing clients

These might include:

- Business owners
- Retail clients with discretionary authority over a company’s retirement plan
- People who can act as a referral to the decision maker for their company’s retirement plan

### Consider asking them

Did you know that I also help companies create plans that enable their employees to pursue their retirement goals? Can you tell me about your company’s existing plan?

If I have a question about your 401(k) plan, who should I call at your company? And may I mention that you’re my client?

Do you know of friends or colleagues who could use my services?

#### Case study: 529 accounts open the door to much more

Maryland – A financial professional developed a strategy for earning more retirement plan business based on a simple idea: Anyone with a child is usually concerned about saving for their child’s future education. The professional approached his 529 clients and asked if their companies offered a corporate 529 college savings program. He explained that these programs maybe able to offer employees better pricing than individual 529s. In short order, he had a number of referrals, many of whom he was able to turn into clients by showing the employers how a good retirement plan, along with a corporate 529 component, could effectively help their employees pursue their financial goals.

Identify clients you’d like to approach:

1

2

3

---

### Personal relationships

These might include:

- Family members
- Friends
- Acquaintances

### Consider asking them

I help companies create plans that enable their employees to pursue their retirement goals. Can you tell me about your company’s plan?

How would you rate your company’s retirement plan?

Who manages your company’s 401(k)? Would you mind if I call this person and mention that you’re a friend?

#### Case study: Friend leads to a potential opportunity

Texas – During a chance encounter with a friend who was a middle manager for a local company, a financial professional learned that the company was looking for a new plan provider. The plan – with \$4.3 million in assets and 43 participants – was managed by a local bank’s trust department. For fiduciary reasons, the company decided that it wanted participants to manage their own accounts and receive retirement investment education from a local financial professional, neither of which was possible under the current plan. This professional earned the plan on the strength of Capital Group’s low-cost, high-quality recordkeeping and administrative services, as well as a commitment to comprehensive participant education.

Identify people you’d like to approach:

1

2

3

### Centers of influence

These might include:

- Principals in an accounting, tax or third-party administration practice
- Officers or directors of a local chamber of commerce, country club or community service organization
- Partners, principals or directors of group health care practice
- Other individuals who, by community standing or role, can open doors to retirement plan sponsors

### Consider asking them

Did you know that helping companies improve their retirement plans is an important part of my practice? Do you know of any clients or associates who might be interested in my services?

If you were in my role, how would you market my services to a business like yours?

#### Case study: TPA relationship pays off for all concerned

Oregon – After asking his Capital Group retirement plan counselor for guidance in developing his retirement plan practice, a financial professional established a relationship with a third-party administrator (TPA). The TPA was soon impressed with the financial professional’s ability to grow and build his business, and increased referrals to him. The relationship has resulted in a win for all parties: (1) the financial professional continues to tap new opportunities through the TPA, (2) the TPA benefits from plans the financial professional earns that do not yet have a TPA and (3) the participants in all of those plans are well-served by a team of accomplished professionals.

Identify people you’d like to approach:

1

2

3

### Everyday contacts

These might include:

- Owners, officers or managers of a local grocery store, restaurant, auto dealership, health club, etc.
- Local members of clubs or associations to which you belong
- Anyone with whom you have regular contact

### Consider asking them

Does your employer offer a retirement plan? How often are employee education meetings held?

Can you and your colleagues in the office make Roth contributions to your 401(k) plan? Does the plan have a corporate 529 college savings component?

Does your company match employee contributions in your 401(k) plan or make profit-sharing contributions?

#### Case study: Financial professional is a big winner on the golf course

Massachusetts – The professional, a golf enthusiast, would often see the manager of the country club where he played. One day, he decided to take a chance and ask about the club’s retirement plan. It turned out that the current provider for the plan was an insurance company.

With the help of his Capital Group retirement plan counselor, they developed a lower cost solution. The country club manager was impressed by their presentation and asked, “How do we move forward?”

Identify people you’d like to approach:

1

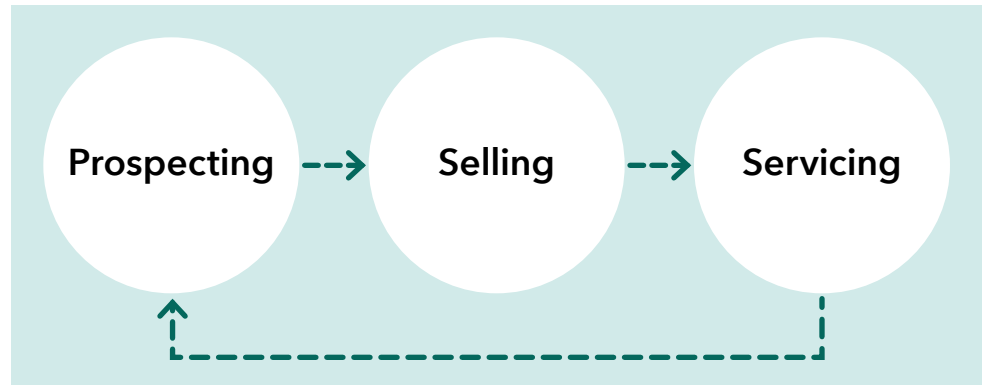
2

3

## Stay engaged and committed to prospecting regularly

Too many financial professionals consider these three tasks as a linear progression. They approach prospecting as a project they do on occasion to stir up new business – a strategy that indicates there will be a definitive beginning and a definitive end to their efforts. The results of such a strategy can all too often be disappointing.

Successful professionals are committed to prospecting regularly to ensure that they are continually building new bridges and expanding their network.



### We can help you

For assistance with your prospecting efforts, call Capital Group, home of American Funds, at (888) 777-1579. Or visit [capitalgroup.com/401k](https://capitalgroup.com/401k).

---

The experiences described may not be representative of the experiences of others and are no guarantee of future performance or success.

All Capital Group trademarks mentioned are owned by The Capital Group Companies, Inc., an affiliated company or fund. All other company and product names mentioned are the property of their respective companies.

This content, developed by Capital Group, home of American Funds, should not be used as a primary basis for investment decisions and is not intended to serve as impartial investment or fiduciary advice.

Client Capital Group, Inc.

Lit. No. RPGEFL-340-0525P Printed in USA CGD/TM/10260-S102600 © 2025 Capital Group. All rights reserved.