Goals for Today’s Talk

✓ What do employees want to know?
✓ What has been effective?
✓ Case Study
About Us

- **Betterment**
  - 400,000 customers
  - 450+ 401(k) plans
  - $16+ billion of AUM

- **My Role**
  - Manage our team of CFP®s
  - Financial Education
  - Partner w/ Product

Nick Holeman, CFP®, EA, MSBA
Senior Financial Planner
What do Employees Want to Know?
What do employees want to know?

Roth vs. Traditional
What do employees want to know?

Roth vs. Traditional

External Accounts
What do employees want to know?

- Roth vs. Traditional
- Debt vs. Investing
- External Accounts
What do employees want to know?

- Roth vs. Traditional
- Debt vs. Investing
- External Accounts
- Goal Priority
What do employees want to know?

- Roth vs. Traditional
- Debt vs. Investing
- Advisor Access
- External Accounts
- Goal Priority
What do employees want to know?

- Roth vs. Traditional
- Debt vs. Investing
- Advisor Access
- External Accounts
- Goal Priority
- Fees

CFP® Advisor Access
What have we found to be effective?
Guided Onboarding

Hello, Doug

Complete these steps for the most personalized advice

- Review deferral rate
  Review the rate set for your 401(k) account and year-to-date contributions. [Read more]

- Personalize your plan
  We'll walk you through important questions to consider for your retirement goals. [Read more]

- Add beneficiaries
  Make sure your money goes where you want it to by setting up beneficiaries for your 401(k) account. [Read more]

- Consider a Safety Net
  Saving for retirement is a must, but it's important to have those rainy day funds to avoid raiding your 401(k) plan for unexpected expenses. [Read more]
Goal priority

Betterment

Retirement
- On Track
- 5 Betterment Accounts, 4 External Accounts
- $94,616.89

Safety Net
- Goal Achieved
- Congratulations, you have achieved your goal! Consider creating a new goal or transferring funds to an existing goal.
- $41,662.68

Dream Home
- Off Track
- You have less than a 50% chance of meeting your target of $450,000.
- $44,579.72
Roth vs. traditional & external accounts

2019 target savings

$41,400

Maximize tax efficiency with these accounts.
Your 2019 savings plan shows you how much to save and which accounts to use in order to maximize your after-tax income in retirement.

Read more about our methodology

$19,000
Sophie Holeman's Fidelity NetBenefits 401(k) (Traditional)
Eligibility: $19,000
We recommend investing $19,000 in Sophie Holeman's employer plan for 2019 to first maximize employer contributions of $3,703.

$19,000
Betterment Holdings, Inc. 401(k) Plan (Traditional)
Eligibility: $19,000
We recommend investing $19,000 in your employer plan for 2019 to first maximize potential employer matches.

Show more

$3,400
Traditional IRA
Eligibility: $6,000
We recommend investing $3,400 in a Traditional IRA for 2019, here or with another provider.

Show more

Overall allocation

94% Stocks
4% Bonds
0% Cash
2% Other

Recommended allocation

90% Stocks

Overall risk

 Appropriately aggressive
Advisor Access

FINANCIAL ADVISORS READY TO FIT YOUR LIFESTYLE

Augment your digital Betterment experience with the assurance provided by our team of over-the-phone financial experts. Let us help tailor your financial plan for your situation.

Explore our services

GET ONE-ON-ONE ADVICE

Work with an advisor the way that works for you.

“I went a one-time call with a CERTIFIED FINANCIAL PLANNER™ professional for guidance on my financial goals.”

Find an advice package »

“I went unlimited access to a team of CERTIFIED FINANCIAL PLANNER™ professionals for ongoing guidance.”

Betterment Premium »

“I wanted access to a dedicated CERTIFIED FINANCIAL PLANNER™ professional at a partner firm.”

Betterment’s Advisor Network »
Case Study
Watchguard Case Study

- 355 employees
- $30 million 401(k) assets
- 401(k) since 1998
Results

- Increased participation from 64% to 92.9%
- Increased median deferral rate from 7.5% to 10%
- Increased employees investing at appropriate risk levels from 40% to 91%
Results

- More Employees Saving: $42 MM
- Employees Saving More: $8 MM
- Better Investing Behavior: $5 MM
- Potential Retirement Wealth Created: $55 MM
Employee Allocation

Before: Employee 401(k) Account Deviation from Target Allocation
Employee Allocation

Before: Employee 401(k) Account Deviation from Target Allocation

After: Employee 401(k) Account Deviation from Target Allocation
Appendix

- Betterment 401(k) Case Study