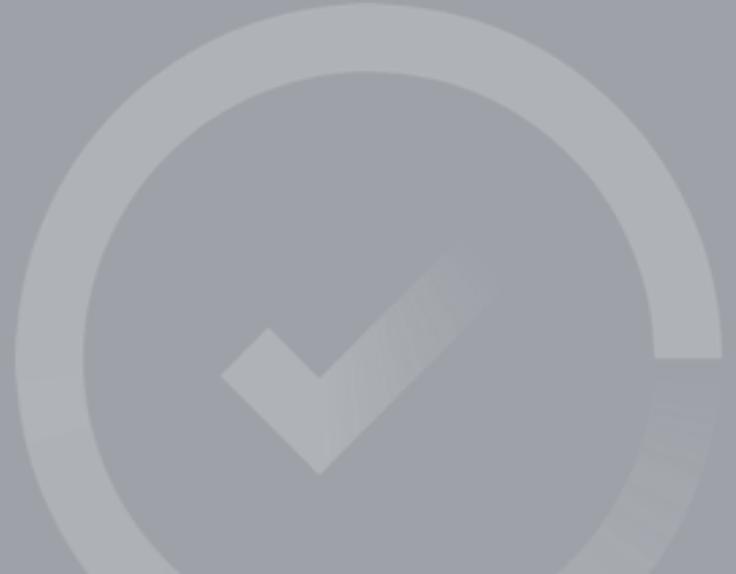


Financial Wellness

Betterment

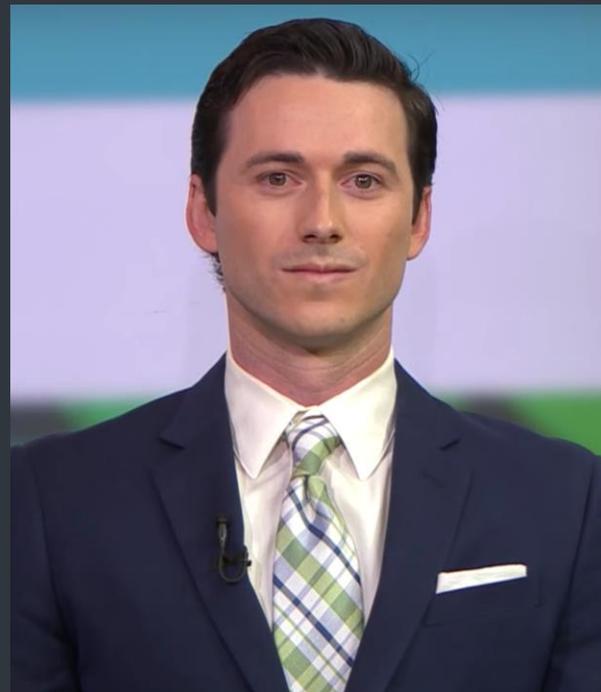
Goals for Today's Talk

- ✓ 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



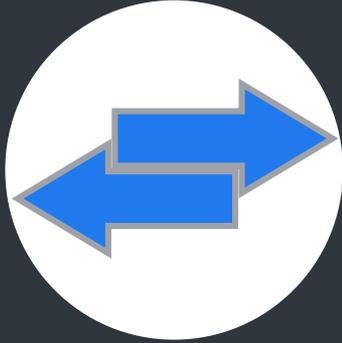
Nick Holeman, CFP®, EA, MSBA
Senior Financial Planner

What do Employees Want to Know?



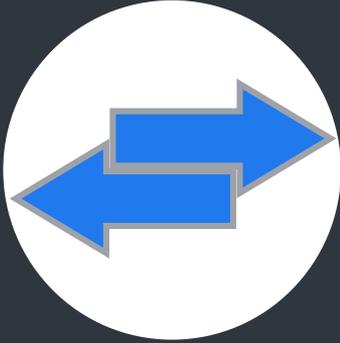
What do employees want to know?

Roth vs.
Traditional



What do employees want to know?

Roth vs.
Traditional

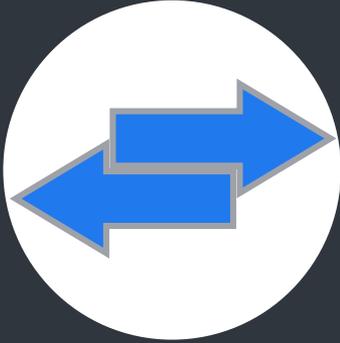


External
Accounts



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

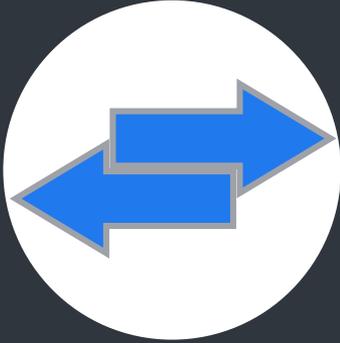


Goal
Priority



What do employees want to know?

Roth vs.
Traditional



Debt vs.
Investing



Advisor
Access



External
Accounts

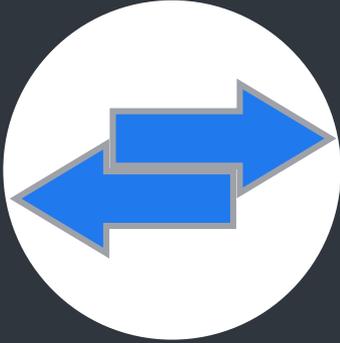


Goal
Priority



What do employees want to know?

Roth vs.
Traditional



Debt vs.
Investing



Advisor
Access



External
Accounts



Goal
Priority



Fees



What have we found to be effective?



Guided Onboarding

Betterment

- Home
- Your.Company 401(k)
- Your.Company Roth
- Safety Net
- + Add new

Hello, Doug

[Transfer or rollover](#) [Deposit](#)

Overview [Holdings](#) [Activity](#) [Performance](#)

Complete these steps for the most personalized advice 0% complete

- 

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

 Home

 Retirement

 Safety Net

 Dream Home

 Sophie's Car

 Nick's Car

 New Phone

 Play Account

 Add new



Retirement

On Track

 \$94,616.89

Betterment \$41,777.48



> 5 Betterment Accounts, 4 External Accounts



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

Betterment \$41,662.68



> 1 Betterment Account



Dream Home

Off Track

You have less than a 50% chance of meeting your target of \$450,000.

 \$44,579.72

Betterment \$44,579.72



> 1 Betterment Account

Roth vs. traditional & external accounts

2019 target savings

\$41,400

Strategy

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

[Learn how](#)

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

[Edit contribution](#)

We recommend investing \$19,000 in your employer plan for 2019 to first maximize potential employer matches.

[Show more](#)

\$3,400

Traditional IRA

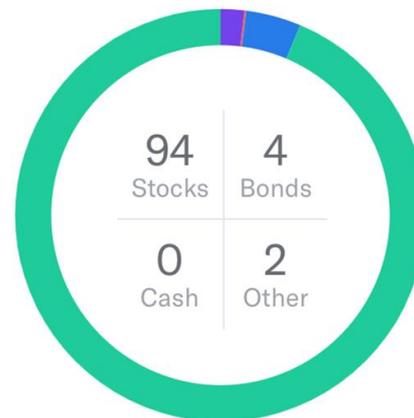
Eligibility: \$6,000

[Deposit](#)

We recommend investing \$3,400 in a Traditional IRA for 2019, here or with another provider.

[Show more](#)

Overall allocation



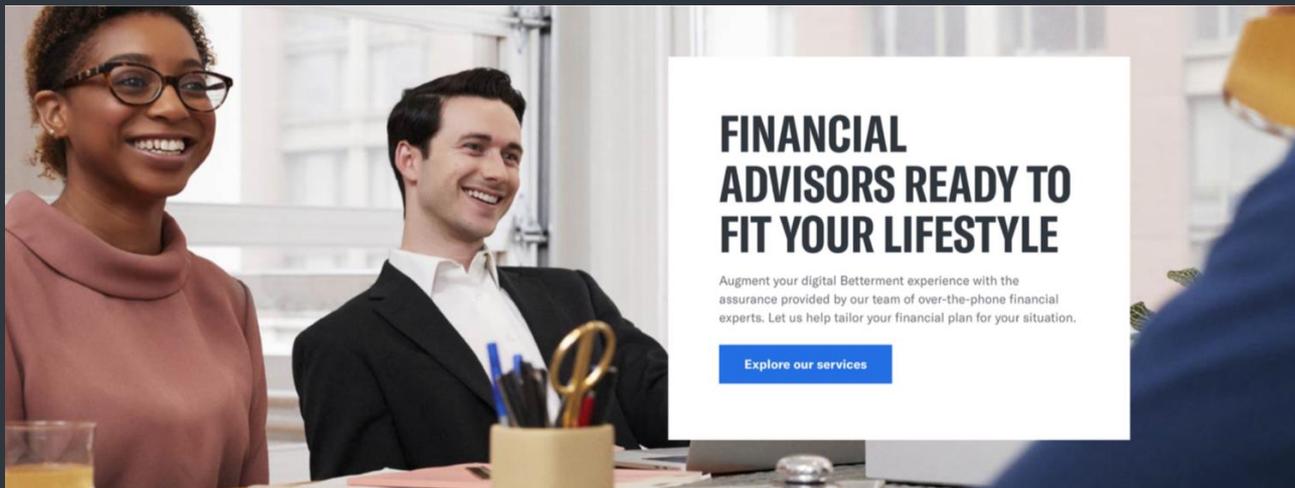
Recommended allocation

90% Stocks

Overall risk

Appropriately aggressive

Advisor Access



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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.

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"I want 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**

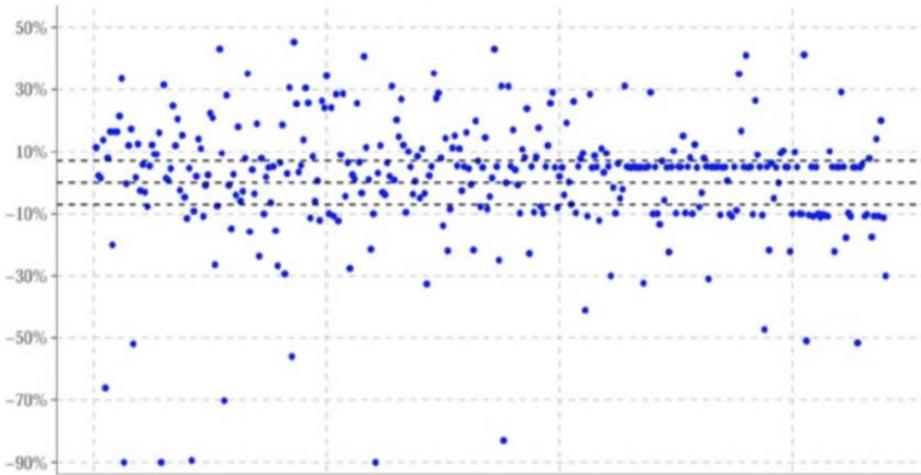
\$55
MM

Betterment
For Business



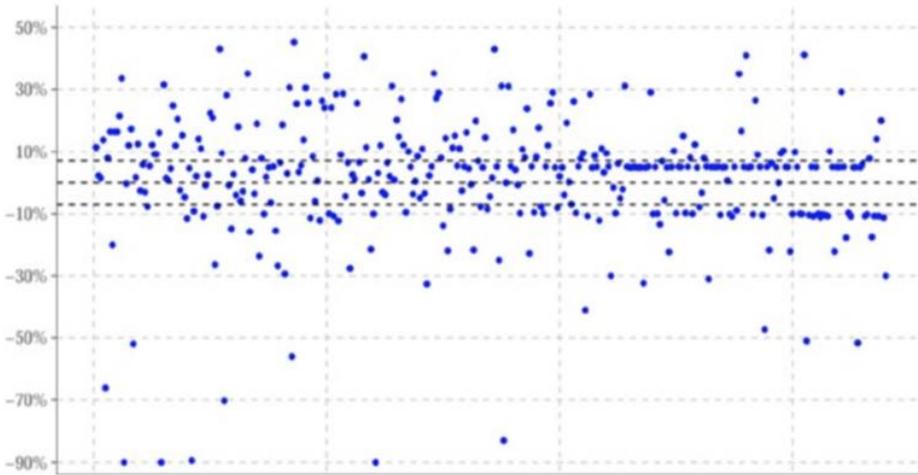
Employee Allocation

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

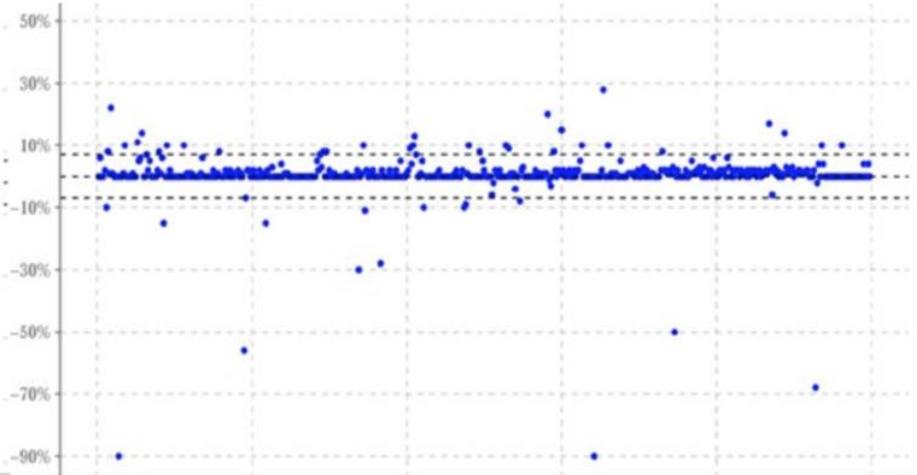


Employee Allocation

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



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



Date

May, 2019

Author

Nick Holeman, CFP®, EA, MSBA

Betterment

Appendix

- [Betterment 401\(k\) Case Study](#)