

HICKS NOTES

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MARKETING SEASON IS NOW: HERE ARE THE RESOURCES YOU NEED

We are heading into the most exciting marketing season of the year, where learning and inspiration are plentiful. Small business owners are looking for tax deductions for 2021 and starting new 401(k) plans for 2022. Yearend is a perfect time to market and talk to your clients about qualified plans. Over the years, we have created articles and content that can help you understand the various issues and sales triggers that will enable you to add more business.

SALES WEBINAR: Our one-hour sales webinar booklet, slides and broadcast can be reviewed [here](#). This a great place to begin to learn what is happening in the industry and how you can use our website to get more business. Check out the information and listen to the broadcast.

ROLES OF ADVISORS: Not sure who does what in the running of a qualified plan? [This article](#) will outline the various roles of the advisors involved in qualified retirement plans.

FIDUCIARY REVIEWS: A great way to market existing plans is through offering a [fiduciary review](#). This article addresses the issues involved from a liability standpoint and how you can help your clients shield themselves from it.

BUNDLED PLANS: You will be hearing a lot about Pooled Employer Plans (PEPs), Multiple Employer Plans (MEPS), and plans offered by payroll companies. These arrangements are considered bundled arrangements because the payroll, investments and administration are “bundled” into one provider. While these may seem like a viable option, they provide inferior service, pricing, and plan design. This [article](#) outlines the argument against a bundled approach.

DEFINED BENEFIT PLANS: Defined benefit plans (DB) provide larger deductions and are a great tax planning tool. By using a combination of plans (DB and 401(k)), we can get small business owners’ large deductions while minimizing the costs for employees. If you have clients that had a good year and need to shelter money, [defined benefit plans](#) may be what you need.

HIRING A GOOD TPA: Having the right TPA is critical to the smooth operation of any plan. Many clients are seeing an increase in TPA fees and/or a decline in services. Here’s an [article](#) on what to look for when hiring a good TPA.

NEW LAWS AND REGULATIONS: 2021 saw major changes as a result of the SECURE Act. These included:

- Increased tax credits for small employers
- Changes to 401(k) Safe Harbor plans,
- Changes to qualified plan adoption dates,
- Participation by part-time employees
- And more.

Here’s are our articles to understand these changes: [The SECURE Act](#) and the [SECURE Act and New Plans](#).

ONE PAGE MARKETING MATERIALS AND EXPLANATIONS: My dad used to say, “If you can’t explain it to a 10 year old, you don’t know it well enough”. I have taken this one step further and say, “Narrow it down to one page.” This [link](#) takes you to our Plan Overview section with various one-page plan explanations. Retirement plan legal issues can be found [here](#). These are great as a refresher or to give to clients who just want some basic information on how retirement plans work.

NEW PLAN BASIC INFORMATION AND PROPOSALS: This one spot provides you with the basic information needed to sell a plan along with our proposal request form. We are happy to meet with you and your clients, but often clients want to start with some basic information. Our company brochure, fee schedule, sample proposal and other documents are [here](#) for your reference.

PLAN DESIGN AND BASIC LEGAL UNDERSTANDING: Education in this area is critical to working and selling plans. By understanding the basic rules and plan design options, you can bring value to your clients. We will be presenting our annual webinars November 16th through the 18th, from 10 to 11 PST each day. You can receive 3 hours of free CE credit for CPAs and CFP®s and learn about the basics on how these plans work. To view the agenda and register for the webinars, [click here](#).

In conclusion, now is the time to get new clients. We have the resources and the expertise to help you. Please feel free to contact us if you need help and sign up for our webinars. The time is now.

Thank you and stay safe!