

## NH HICKS

Legal and Pension Consultants

Insights From Top Recordkeepers Panel Discussion

January 2025

## Panel Presentation Webinar Agenda

## Presenting Recordkeepers

- ❖ American Funds: Joe Mulcahy & Marc laleggio
- ❖ Empower: Maria McPhee
- ❖ Fidelity: Paul Burris
- ❖ John Hancock: Zach Carstensen
- ❖ T. Rowe Price: *Henry Giano*
- ❖ Vanguard: Ron VanRell



#### Topics Each Representative Will Address

- 1. Client service model
- 2. Preference for using a TPA or bundling services
- 3. Participant experience and enhancements coming in 2025
- 4. Investment flexibility
- 5. Plan pricing





Joe Mulcahy

joseph.mulcahy@capgroup.com

Marc laleggio

marc\_ialeggio@capgroup.com



#### American Funds Resources

- Compete with confidence
- Choose a 401(k) provider you can trust
- American Funds Target Date Retirement Series



1. Client service model (Joe Mulcahy)

2. Preference for using a TPA or bundling services (Marc Ialeggio)

3. Participant experience and enhancements coming in 2025 (Joe Mulcahy)

## 4. Investment flexibility (Marc Ialeggio)

#### Build and preserve wealth

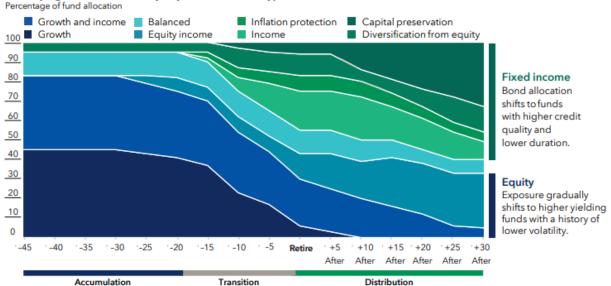


American Funds Target Date Retirement Series is designed to build and preserve wealth, using a thoughtful glide path, strong underlying funds and a commitment to low costs.

#### Our Series features a "Glide path within a glide path" approach

The series has a "glide path within a glide path" that adjusts the mix of bonds and equities over time to generate return and manage risk.

#### Underlying fund allocations by objective and asset type



Target allocations as of December 31, 2023, and are subject to the oversight committee's discretion. Over the course of the year, the Series will be implementing changes such as increasing exposure to New World Fund, decreasing American Funds Global Balanced Fund and adding an allocation to American Funds Emerging Markets Bond Fund. For allocations to the underlying funds as of June 30, 2024, visit capitalgroup.com. New target allocations are expected to be reached by December 31, 2024. The investment adviser anticipates assets will be invested within a range that deviates no more than 10% above or below the allocations shown in the prospectus. Portfolios are managed, so holdings will change. Visit capitalgroup.com for current allocations.

#### Industry accolades





## 5. Plan pricing (Joe Mulcahy)

## A closer look at RecordkeeperDirect® pricing



Our straightforward approach to pricing makes it easy for clients to understand the costs associated with their retirement plan and evaluate the program's overall value.

#### To calculate the basic pricing:

First, choose a share class that matches the level of compensation you believe is necessary to meet the plan's service requirements.

		ded in the expens	se ratio	
Share	Average expense	Financial professional	TPA compe Based on pl	
class	ratio <sup>1.2</sup>	compensation	Up to \$1M	\$1M+
R-2	1.44%	0.75%	0.12%	0.05%
R-3	0.99	0.50	0.05	
R-4	0.69	0.25	0.02	
R-5E	0.50	0.00	0.00	
R-6	0.35	0.00	0.00	

<sup>&</sup>lt;sup>1</sup>Average expense ratios shown are provided only as examples. The actual average expense ratio depends on the investments selected for the plan and participant allocations. Expense ratios reflect applicable fee waivers and expense reimbursements, without which expenses would be higher.

#### Recordkeeping fee schedule

(not including payments from investment expenses)

Billable recordkeeping fees <sup>3</sup>									
	Based on plan assets								
		[Base fee (below) + \$20 per participant]							
Share class	Up to \$250K	\$250K- \$500K	\$500K-\$1M	\$1M-\$2M	\$2M+				
R-2	\$750	\$500		No billable fees					
R-3	750	)	\$500						
R-4	1,000		750	\$500					
R-5E	750	)	500						
R-6			1,250						

<sup>&</sup>lt;sup>3</sup> In addition to the recordkeeping fees shown and depending on the share class selected, the recordkeeper receives subtransfer agency payments from the investment options held by the plan: 0.35% for R-2, 0.15% for R-3, 0.10% for R-4, 0.15% for R-5E and none for R-6. This amount includes any investment option payments to the TPA shown in the table to the left. There is a one-time annual RecordkeeperDirect plan installation fee of \$500 for startup plans; waived for R-2 only if plan assets reach \$100,000 or more as of the plan's first billing date.

#### At-a-glance pricing example

(not including payments from investment expenses)

Share class R-3*							
Plan assets	One-time installation fee	Annual recordkeeping fees†					
Less than \$500,000		\$750 plan fee + \$20 per participant‡					
\$500,000 but less than \$1 million	\$500 for startup plans	\$500 plan fee + \$20 per participant <sup>‡</sup>					
\$1 million or more		No billable fees					

<sup>&</sup>lt;sup>2</sup>The average gross expense ratio shown for each share class is for all funded investments and is weighted, based on average daily net assets in the program as of 12/31/2023. Accordingly, more weight is given to funds with more assets. Gross expense ratios, as reported in each fund's prospectus available at the time of publication, range from 1.19% to 1.92% for R-2; 0.87% to 1.42% for R-3; 0.57% to 1.12% for R-4; 0.37% to 0.93% for R-5E; and 0.22% to 0.76% for R-6.

<sup>2</sup> Then, determine annual recordkeeping fees based on share class and plan assets. Final fees may differ, subject to actual plan data and additional services desired by the plan, such as ancillary fiduciary services.

<sup>&#</sup>x27;Any applicable implementation fee will be billed on the first quarterly invoice.

In addition to the recordkeeping fees shown and depending on the share class selected, the recordkeeper receives subtransfer agency payments from the investment options held by the plan. The amount paid is equal to 0.15% of the plan's assets for Class R-3 shares. This amount includes any investment option payments to the TPA shown in the table above.

<sup>\*</sup>Based on the number of participants with an account balance following the plan's invoice quarter.

## 5. Plan pricing (Joe Mulcahy)

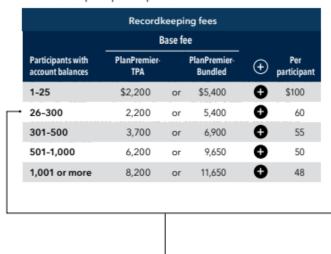


## A closer look at **PlanPremier®** pricing

Our fixed-dollar approach to pricing is based on the number of participants, not plan assets – so recordkeeping costs don't increase as plan assets grow. The goal is to provide better overall value.

#### To calculate the basic pricing:

First, determine annual recordkeeping fees using the number of plan participants.



Then, choose a share class depending on (a) how the plan sponsor wishes to pay for recordkeeping fees (with or without expense ratio revenue generated by plan credits) and (b) what level of compensation is necessary to meet the plan's service requirements.

Appro		Plan credit and Approximate (varies b	e plan credit	are included in the	expense ratio TPA compensation	
Sha clas		PlanPremier - TPA			PlanPremier- TPA	
R-2	1.45%	0.40%	0.45%	0.65%	0.05%	
R-2	E 1.16	0.25	0.30	0.50	0.05	
• R-3	1.02	0.25	0.30	0.35	0.05	
R-4	0.71	0.05	0.10	0.25	0.05	
R-5	E 0.44	0.15	0.15	0.00	0.00	
R-5	0.38	0.05	0.05	0.00	0.00	
R-6	0.34	0.00	0.00	0.00	0.00	

Example of plan credits offsetting expenses:	Gross annual		Plan credit/		Net annual
<ul> <li>PlanPremier-TPA solution, Class R-3 shares</li> </ul>	recordkeeping fees		expense offset (annual credit rate	_	recordkeeping fees (credit)
• \$2.5 million in plan assets		9	times plan assets)	9	(4.04)
50 participants with account balances	\$5,200		\$6,250		(\$1,050)

Average expense ratios shown are provided only as examples. The actual average expense ratio depends on the investments selected for the plan and participant allocations. Expense ratios reflect applicable fee waivers and expense reimbursements, without which expenses would be higher. The average gross expense ratio shown for each share class is for all funded investments and is weighted, based on average daily net assets in the program as of 12/31/2023. Accordingly, more weight is given to funds with more assets. Gross expense ratios, as reported in each fund's prospectus at the time of publication, range from 0.95% to 3.53% for R-2; 0.77% to 4.03% for R-2; 0.77% to 4.03% for R-3; 0.34% to 4.00% for R-4; 0.02% to 2.91% for R-5E; 0.02% to 3.55% for R-6.



# Working together. Winning together.

**Maria Rayas McPhee** 

**Regional Sales Director** 

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# Investing to better serve our customers

#### **Accelerating innovation via acquisitions**

2014

Great-West: Flexible cloud platform, government and small market

JPMorgan Retirement Plan Services: large/mega market

Putnam Investments: advanced digital experience

2020 Personal Capital: personal financial dashboard

2021 MassMutual Retirement: Benefits analytics, Taft-Hartley and PEO

**Prudential Retirement Services: +**50 years in DB, Actuarial, Nonqualified, Institutional Separate Accounts

2024 OptionTrax: equity compensation

1 Glassdoor rating as of June 10, 2024

2 Empower data as January 2024

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## Our dynamic culture has disrupted an imbedded industry



Constant talent infusion and complementary capabilities

**Challenges the status quo** to advance better experiences



#### Organic growth<sup>2</sup>

Empower is a provider of choice for organizations

+4,200

Average new plan sales annually

+734,000

Average new participants annually via plan conversions 2016

# Provider of choice for small and mid-sized organizations<sup>1</sup>

Rank	Recordkeeper	Assets (\$M)	Market share
1	Empower	\$261,699	17.5%
2	Fidelity	\$210,478	14.1%
3	Ascensus	\$144,377	9.7%
4	Principal	\$129,264	8.6%
5	John Hancock	\$118,612	7.9%
6	ADP	\$96,391	6.4%
7	Capital Group	\$95,049	6.4%
8	Voya	\$82,686	5.5%
9	Vanguard	\$74,150	5.0%
10	Transamerica	\$46,537	3.1%



of our clients are small and mid-sized organizations up to \$50M<sup>2</sup>

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<sup>1 2024</sup> PLANSPONSOR DC Recordkeeper Survey, <\$50M 401(k) Ranking by Assets, data as of December 31, 2023. 2 Empower data as of June 30, 2024.

## Your service team

**Financial Advisor** 

+

Matt Partner Advocate



Kristen Client Service Manager



NH Hicks

Third Party Administrator NH Hicks





is not affiliated with Empower Retirement, LLC and its affiliates.
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## Working together. Winning together.

TPAs are an integral part of empowering America's financial journey.



As of December 31, 2023, Empower recordkeeping data. RO3602539-0524

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# TPA notices: SPD, SMM, SAR upload and notice delivery

#### Phase 1 – TPA upload of SPD, SMM, SAR

- · Email notification is sent to plan sponsor.
- Plan sponsors will be able to view and access documents online in the PSC.

#### Phase 2 - TPA document delivery to participants

- TPA initiates document upload request.
- Partnership with Broadridge.
- Built-in audit system.
- · Easy button for notice delivery.



- Uniform approach for new and existing plans with transparency of notice delivery status by plan.
- Flexibility for TPAs/plans to opt out of service.
- Implementation considerations for existing plans.
- Data capture critical.

RO3602539-0524

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# An award-winning experience

that is continually being enhanced

"Best of both budgeting and investment management"

CNBC, April, 20241

"Best financial overview"

Newsweek, May, 20242

"Best in Class online mobile planning tools, Best in Class financial wellness offering"

PlanSponsor, 20243

Average app rating 4.7 out of 5

Over 150,000 5-star app ratings4





- 1 CNBC, "Empower budgeting app review 2024", April 22, 2024 2 Newsweek May 1, 2024
- 3 2023 PLANSPONSOR Best in Class: DC Providers Survey, February 2024.
- 4 App Store® from Apple® ratings and reviews as of January 1, 2024. iPhone, iPad, Apple and App Store are trademarks of Apple Inc. Android, Google Play and the Google Play logo are trademarks of Google LLC.



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# 1:1 support when people need it

- Highly skilled representatives and specialists available for important life events
- Advantages of real-time technology include voice-recognition technology, associate emulator tool, and interactive voice response post-call survey
- Adjust for plan-specific, market, and economic impacts
- Specially trained team of Spanish-speaking representatives

99%

first call resolution and call rating accuracy<sup>1</sup> 91%

calls meeting/exceeding expectations<sup>1</sup> 85%

calls answered in 20 seconds or less in 2023<sup>1</sup>

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## 1,500+ associates and FINRA-licensed professionals committed to providing outstanding service



Weekdays, 5 a.m. to 7 p.m. Pacific time Saturdays, 6 a.m. to 2:30 p.m. Pacific time

<sup>1</sup> Empower data as December 31, 2023.

## A proven track record of innovation and a clear focus on driving customer success



Personalized messaging



Intuitive case management



Personalized onboarding



2017 - 2021

**Empower Personal** Dashboard

2022

2024 DB market-based cash

balance program Comprehensive Retirement Income Suite

Out-of-plan emergency savings

Student loan retirement match

Real-time Al call quality assurance

Personalized onboarding

2025+

Digital financial wellness coach Integrated Benefits Hub

Al-powered next-best-action

Video chat with service

Mobile app redesign

Virtual notary

Payroll modernization

Hybrid QDIA, Empower Dynamic Retirement Manager<sup>TM</sup>

Automated, 1:1 campaign messaging

Advisor Managed Accounts integrates local independent advisors

Fully transactional Spanish website extends to statements and Customer Care Center

Redesign web and mobile app

Enhanced personalized messaging synchronized across email, web, mobile, and 1:1

Expanded Plan Performance Insights

2023

Full-service Benefit Consulting Services

Single integrated DB/NQ experience

> Chatbot for 24/7 support

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# A comprehensive suite of retirement investment products and services

Empower Investments comprises \$205 billion of assets in the following product lines:

**Empower Funds** featuring carefully selected premier investment firms as subadvisors.

**Target Date Funds** combining premier investment firms managing the majority of underlying funds and blending active and passive strategies across the spectrum of asset classes and market capitalizations.

**Capital-Preservation Products** offering principal preservation and enhanced yields.

**Institutional Separate Accounts and Collective Investment Trusts** providing low-cost access to premier investment managers and strategies.

1 As of September 30, 2024.

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## Your Empower Select options at a glance

<b>PLAN ASSETS</b> \$1,736,000		ONTRIBUTIONS PA		ARTICIPANTS WITH BALANCE 19	
Annual services fees	Required Revenue	Target Date Fund* Manager*	apping	Target Date Fund* Mapping AND Dynamic Retirement Manager OR Opt-out My Total Retirement	
Empower Select recordkeeping fee	0.19%	0.14%		0.11%	
Financial professional compensation**	Not Included	Not Included		Not Included	
TPA compensation**	0.05%	0.05%		0.05%	
Other services included in the Plan Expense Account	N/A	N/A		N/A	
Total Annual Plan Cost:	0.24%	0.19%		0.16%	

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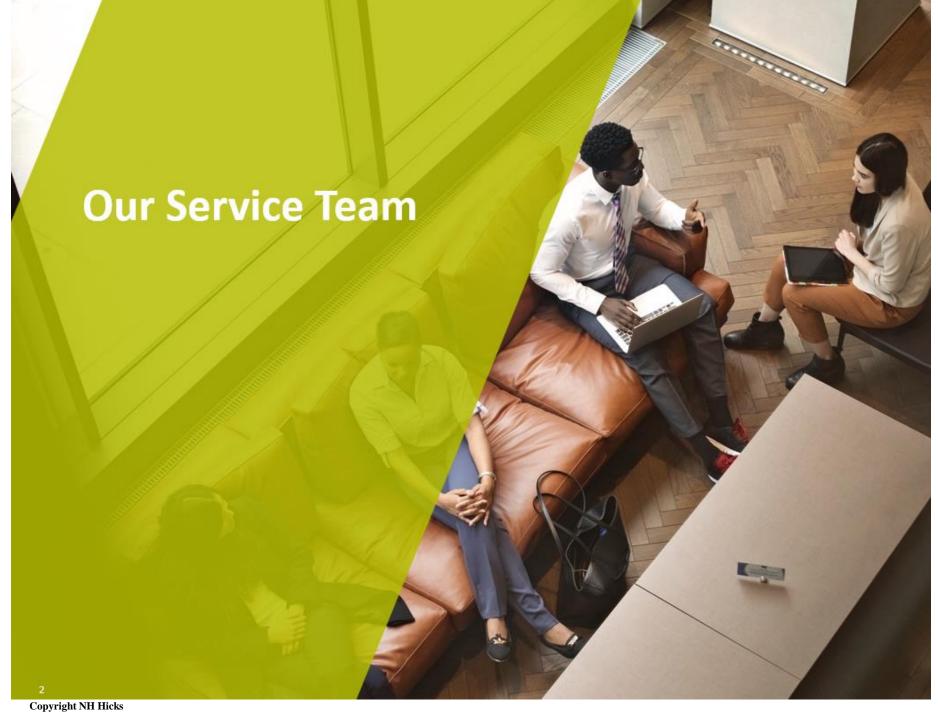
# Thank you

RO3602539-0524



#### Paul Burris

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## Distinctive service model (Varies if bundled or unbundled)

Providing a single point of contact supported by a team of experienced professionals

## Business planning, active listening, and continual improvement

- Industry best practices
- Thought leadership
- Plan design consultation
- Benefits integration
- Plan administration simplification
- New product enhancements
- Employee engagement
- Legislative updates
- Investment review and changes

- Nondiscrimination testing
- IRS Form 5500 filing
- Audit support
- · Compliance considerations
- Errors and corrections
- Plan design changes, mergers, and spin-offs
- Measurement and benchmarking
- Pricing considerations

#### Plan Administration and Trustee Services

Easing your administrative burden—so you can focus on your business.

#### **Employer Services**

402(g) monitoring

5500 plan year-end services and SARs

Administrative reports

Audit assistance

Automatic enrollment

Business plan/scorecard changes

Contribution processing

Daily account valuation

Daily reconciliation

De minimis distributions

Distribution processing

Eligibility tracking and enrollment solicitation

Financial wellness education

Participant advice and reporting<sup>1</sup>

Feedback files for loan and deferral rate

Investment review

Loan processing

Required minimum distributions

Payroll maintenance

QDIA default

QDRO processing and qualification

Real-time stock trading

Regulatory compliance testing

401(k) plan review

Return of excess contributions

Rollover qualifications from other plans

Rollovers to other plans and IRAs

Self-directed brokerage

Service review

Suspension tracking and reinstatement

Tax reporting at plan and participant level

Vesting calculations

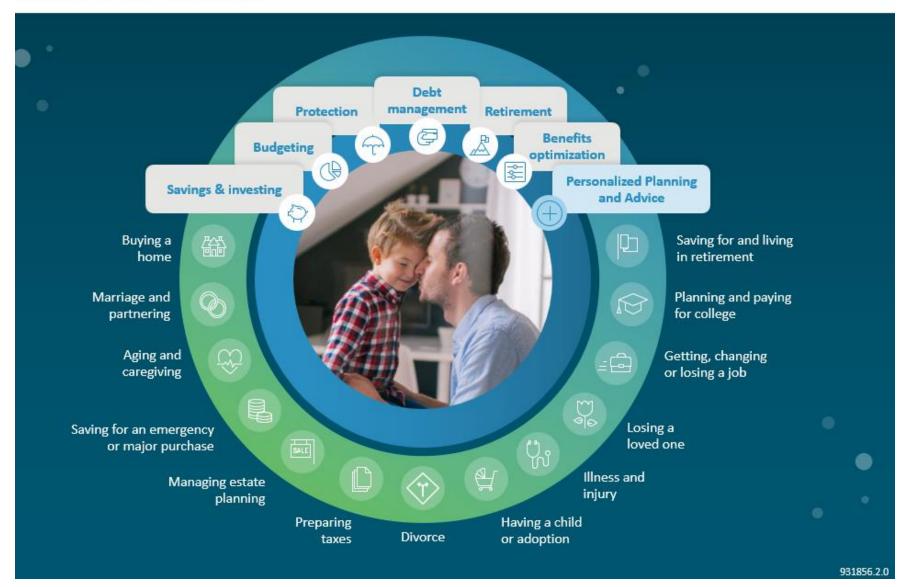
Withdrawal and distribution processing





## Fidelity provides all employees help on their journey to financial wellness

We help your employees build confidence as they navigate important life moments – both planned for and unexpected



### A people-first framework is the foundation for all we do

## WELCOME me

## KNOW me

## HELP me







WORKSHOPS



INVESTOR CENTERS



**PHONES** 



ONLINE



MOBILE





## Helping to meet the needs of your workforce with open architecture

DO IT FOR ME ------DO IT MYSELF \$ Target-date funds Managed accounts Core fund lineup Self-directed brokerage A simple, single-fund **Enabling investors** Providing the highest Help with complex strategy based to build their own degree of flexibility for needs or support for on estimated asset allocation investors who are investment decisions retirement date comfortable researching strategy a broad universe of investments

Unless otherwise disclosed to you, any investment recommendation in this document is not meant to be impartial investment advice or advice in a fiduciary capacity. Fidelity and its representatives have a financial interest in any investment alternatives or transactions described in this document. Fidelity receives compensation from Fidelity funds and products, certain third-party funds and products, and certain investment services. Fidelity may also receive compensation for services that are necessary to effect or execute transactions with respect to investment alternatives (such as trading commissions). The compensation that is received, either directly or indirectly, by Fidelity may vary based on such funds, products and services, which can create a conflict of interest for Fidelity and its representatives.

## A broad selection of investment options and allocation models

Our open architecture approach





#### Zach Carstensen

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#### John Hancock Resources

- Webinar Question Responses
- Personalize your plan for retirement



1. Client service model

2. Preference for using a TPA or bundling services

# 3. Participant experience and enhancements coming



## It's about time 2025 preview

Q1 Sidelining financial stress	Q2 Steps to help keep your goals on track	Q3 Celebrate your wins	Q4 Stay budget focused and cyber safe
Financial well-being quarterly Topic: Solutions to top financial stressors On-demand education: Strengthening your financial goals	Financial well-being quarterly Topic: The importance of staying engaged with finances On-demand education: Talking to your kids about money.	Financial well-being quarterly Topic: Celebrate the progress made towards financial goals and priorities On-demand education: Mid-year	Financial well-being quarterly Topic: Budget friendly tips for holiday spending On- demand education: Cybersafety
<ul> <li>Webinars</li> <li>Save or pay down debt</li> <li>Inflation and your 401(k)</li> <li>Taxes and retirement savings</li> </ul>	<ul> <li>Webinars</li> <li>Making the most of Social Security</li> <li>Personalized retirement advice</li> <li>Mid-year check-in</li> <li>Looking ahead to retirement</li> </ul>	market outlook and trends.  Webinars  National 401(k) Day celebration	<ul> <li>Webinars</li> <li>Making the most of Social Security</li> <li>Personalized retirement advice</li> <li>Navigating Medicare</li> </ul>
Personalized outreach Nudges participants to take positive action based on their needs	Personalized outreach Nudges participants to take positive action based on their needs	Personalized outreach Nudges participants to take positive action based on their needs	Holiday break

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## 4. Investment flexibility

## 5. Plan Pricing



## Henry Giano

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- T. Rowe Price Resources
- \* <u>T. Rowe Price Webinar Question Responses</u>
- Why T. Rowe Price Video
- T. Rowe Price Web Experience
- Smart Video Account Review
- Participant Experience Overview Video
- Plan Sponsor Experience Overview Video
- Waysaver Overview
- ❖ T. Rowe Price Plan Sponsor Brochure



1. Client service model

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4. Investment flexibility

## 5. Plan pricing



## Fixed pricing for plans up to \$10M

Our fixed pricing provides a greater level of transparency for sponsors and advisors on the costs of a plan over time.

#### UNDER \$5M FIXED PRICING

Assets	Service Model	Setup	Plan Recordkeeping (Annual)	Per Participant Recordkeeping (Annual)
\$0-\$1M	TPA	\$250	\$1,500	\$50
\$1M-\$5M	TPA	\$0	\$250	\$30

#### \$5M-\$10M FIXED PRICING

Participant Count	Unbundled \$5M to \$10M
Less than 75	\$50 per participant
75 to 150	\$40 per participant
More than 150	Custom

Our target date solutions and investment offerings are designed to help your participants pursue their retirement goals—whatever they happen to be.

- i-Share Class
- 20 Years of Target Date Solutions
- Over 95% of our Retirement Funds with a 10-year track record beat their 10-year Lipper average as of 12/31/2023.<sup>1</sup>

I-Class Shares of Target Date Funds <sup>2</sup>	Expense Ratio Range		
Retirement Blend Fund – I Class	19bps-26bps		
Retirement Fund – I Class	34bps-46bps		
Target Fund – I Class	30bps-46bps		

All expense information is based on the most recent prospectus.



#### Ron VanRell

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### Vanguard Resource

Vanguard One Pager Answering Questions



1. Client service model

2. Preference for using a TPA or bundling services

3. Participant experience and enhancements coming in 2025

4. Investment flexibility

## 5. Plan pricing



## Our fees: A big differentiator

With our fixed pricing, you know what you'll pay based on the number of participants. Your fees won't rise with market performance or as employees' contributions accumulate.
What's more, pricing is flexible.
A plan sponsor can absorb the
costs, or they can pass any or all
on to their participants.



#### Unbundled annual service fee

Our unbundled program allows you to work with a third-party administrator to manage plan administration while Vanguard Retirement Plan Access continues to offer recordkeeping.

	Less than \$10M in assets	More than \$10M in assets	
Number of participants	Base fee	Base fee	Per-participant fee (equal for both asset sizes)
Up to 15	\$2,900	\$2,750	
16-50	\$2,900	\$2,750	\$70 per participant above 15
51–100	\$5,350	\$5,200	\$65 per participant above 50
101–500	\$8,600	\$8,450	\$60 per participant above 100
501–1,000	\$32,600	\$32,450	\$55 per participant above 500
>1,000	\$60,100	\$59,950	\$50 per participant above 1,000

<sup>\*</sup>Actual plan fees may vary depending on the services ultimately selected. Fees not reflected in the fee schedules above include plan installation and setup fees, participant-incurred transaction fees for using certain services (e.g., distributions and loans), and fees for ancillary services that may be used (e.g., self-directed brokerage accounts, a financial wellness program, stock unitization fee, contributions submitted via check or wire, etc., and conversion fee). Complete pricing information is available upon request.

## 5. Plan pricing



#### Bundled annual service fee\*

Our bundled program includes both recordkeeping and certain plan administration services.

	Less than \$10M in assets	More than \$10M in assets	
Number of participants	Base fee	Base fee	Per-participant fee (equal for both asset sizes)
Up to 15	\$3,975	\$3,825	
16-50	\$3,975	\$3,825	\$75 per participant above 15
51–100	\$6,600	\$6,450	\$70 per participant above 50
101–500	\$10,100	\$9,950	\$65 per participant above 100
501–1,000	\$36,100	\$35,950	\$60 per participant above 500
>1,000	\$66,100	\$65,950	\$55 per participant above 1,000

<sup>\*</sup>Actual plan fees may vary depending on the services ultimately selected. Fees not reflected in the fee schedules above include plan installation and setup fees, participant-incurred transaction fees for using certain services (e.g., distributions and loans), and fees for ancillary services that may be used (e.g., self-directed brokerage accounts, a financial wellness program, stock unitization fee, contributions submitted via check or wire, etc., and conversion fee). Complete pricing information is available upon request.

## Your NH Hicks Marketing Team

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# NH HICKS

Legal and Pension Consultants