

BENEFIT BASICS

EMPLOYEES CAN MAKE THE MOST OF THEIR BENEFITS WITH MOMENTUM

Employee benefits are an essential part of a compensation package to attract and retain the best talent. While employees may appreciate all the benefits that you offer, they may also feel overwhelmed by the many choices and need guidance about which best fits their situation. With the number of employees you serve, that can be a burden for any HR benefits team.

Momentum includes financial education, digital tools and, most importantly, experienced financial counselors who can help explain benefit choices and, more importantly, which fit each employee's needs and situation. Our licensed counselors will gain in-depth knowledge about your company's benefits offerings so they are ready to provide deep and personalized guidance about key topics including:

- ▶ **Insurance** – Health insurance can be a complicated decision because the components need to be tailored to an employee's family. There are additional decisions to make about vision, dental, life insurance, short-term disability, long-term disability, and accidental death and dismemberment.
- ▶ **Retirement** – With defined contribution 401(k) and 403(b) plans, employees need help deciding between traditional and Roth, and how much to invest based on their specific goals and budgets. There are other retirement vehicles such as a safe harbor 401(k), pension plans or defined benefit plans that need explanation.
- ▶ **Additional compensation** – A welcome benefit that recognizes an employee for exceptional performance, it comes in many forms such as equity, stock options, bonuses, commissions and even gifts. All of them have tax implications that need to be discussed.²

Providing your employees access to guidance about these choices and what implications they will have on short- and long-term goals is an invaluable benefit you can provide through Momentum.

Employees want, need and expect a benefit that helps them manage their finances

85%

would like to direct questions to a licensed professional¹

80%

would value financial education¹

79%

would value interactive, digital tools¹

Momentum by Edelman Financial Engines™ is a workplace financial wellness platform that combines industry-leading 401(k) investment advisory capabilities³ with a dynamic suite of integrated resources – giving employees the momentum they need to accelerate their financial confidence, moment by moment.

Featuring a broad range of digital tools and education materials, targeted communication strategies and access to one-on-one counseling and planning, *Momentum* guides employees from the time they onboard at a new company all the way to retirement, with a focus in four critical areas:

1. Online advice and managed account services for 401(k) investments³
2. Curated campaigns and specialized guidance to address key financial considerations for both personal and professional life milestones
3. Ongoing support for everyday financial questions as well as more advanced planning situations
4. Individualized experiences designed to address the distinct needs of diverse employee groups

Edelman Financial Engines believes that everyone deserves to move their financial lives forward and *Momentum* is an example of how we're bringing this mission to life. For more information about *Momentum by Edelman Financial Engines™* visit:

<https://www.edelmanfinancialengines.com/workplace/>

3+ DECADES

MORE THAN THREE DECADES
HELPING PEOPLE ACHIEVE
THEIR FINANCIAL GOALS

Edelman Financial Engines has more than three decades of experience and expertise helping people achieve their retirement and financial goals through 401(k) planning and individual wealth planning.

¹ Edelman Financial Engines conducted an online survey of America's employees on January 6-25, 2022, focusing on subjective measures of what employees want across 1,075 employees, including 972 retirement plan participants. Qualified survey participants were full-time employees with access to a retirement plan. Aggregate data is reported at 95 percent confidence with plus or minus 3 percent margin of error. Fielding was conducted on the Qualtrics Insight Platform. https://marketing-landing-pages.financialengines.io/pdf/Want_Need_Expect_Research.pdf

² Edelman Financial Engines, LLC, does not offer tax or legal advice. Interested parties are strongly encouraged to seek advice from qualified tax and/or legal experts regarding the best options for your particular circumstances.

³ Investment advisory services including online advice and managed account services for 401(k) investments available to plan sponsors at applicable recordkeepers. Provision of these services subject to definitive agreement.

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