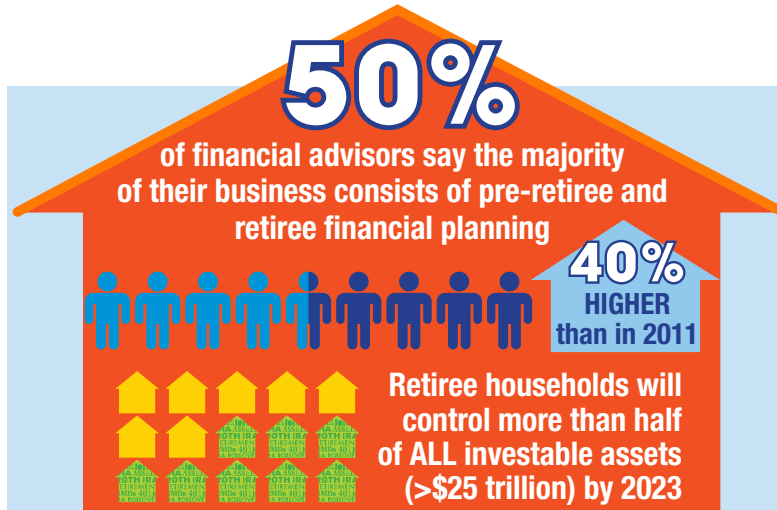


# EXPANDING DEMAND

## FOR RETIREMENT PLANNING IN FACE OF DOL RULING

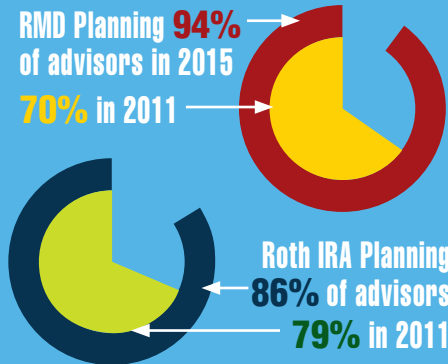
**10,000 Baby Boomers are retiring every day**, and financial advisors need to prepare for the influx of new potential clients in light of the new Fiduciary Rule. These numbers encapsulate the challenges, but more importantly, the opportunities available for the advisors that seize them.

### THE BABY BOOMER BOOM



Managing retirement assets and the distribution phase will be very important for the foreseeable future. Prospects will be flooding the market with questions – **your education** will determine if you have the answers.

RMD Planning **94%** of advisors in 2015  
**70%** in 2011



### RMD and Roth IRA planning both see substantial growth since 2011

On July 1, the first Baby Boomer – Kathleen Casey Kirschling – will turn age 70 ½. Many more will follow with RMD questions and uncertainties. A missed RMD is a 50% penalty – that's not a typo! The educated advisor will pick up substantial business in this area.

### INCREASE IN RETIREMENT PLANNING SERVICES OFFERED

### THE RETIREMENT PLANNING BLUEPRINT

**9-in-10 advisors say providing a formal written retirement plan helps them better understand client goals and increases client confidence in their retirement readiness**

**Consumers agree!** Pre-retirees and retirees with a pen-to-paper plan are nearly 3x as likely to feel prepared for retirement compared to those without one.

Developing a plan means understanding a client's financial situation, looking forward to gauge their retirement goals and planning possibilities. Make sure this plan includes avoiding Uncle Sam's invoice as much as possible. Tax-free planning removes the impossible-to-answer question: *what will tax rates be in (year)?*



**THE DOL BOTTOM LINE:** To meet the Fiduciary standard, you must work on behalf of your clients' best interests. To justify higher fees under the Best Interest Contract Exemption (BICE), you must raise your level of education in the retirement planning sector.