



Experience a smooth transition to Securian Financial

Employers moving a retirement plan to Securian Financial experience a highly personalized transition offering multiple levels of support and communications.

A personalized process

A conversion manager starts the process with a phone call to discuss the steps involved in moving the plan and proactively communicates throughout the transition process. Our conversion managers average over 14 years of experience, so employers can count on their expertise to ensure a smooth transition.*

Keeping the plan compliant and effective

An analysis of the plan is performed by Securian or the plan's third party administrator to ensure it is compliant and to identify any areas for enhancing plan effectiveness.

Dedicated data exchange specialist

This is a time when a significant amount of information is gathered and ongoing data transmission methods established. A data exchange specialist works directly with the employer and payroll provider to help determine the best transmission method for the plan.

Completing the process

Once the plan is fully established, the conversion manager schedules a conference call to introduce the Securian servicing team.

*As of 12/31/20



New client satisfaction

100%

of employers new to Securian were very satisfied/satisfied with the overall plan establishment experience

100%

were very satisfied/satisfied with their conversion manager

Source: Securian Financial 2020 new retirement plan client survey

Plan transition steps

Depending on the service model selected, Securian Financial or a third party administrator may be involved in fulfilling these key tasks along with the employer.

Finalize plan and investment decisions

- Submit investment array
- Provide current plan documents
- Verify plan design
- Confirm service options
- Notify current provider of service termination

Communicate plan information to employees

- Distribute provider change announcement to employees
- Send communication to terminated employees with account balances
- Distribute blackout notice
- Schedule employee meetings
- Conduct educational meetings

Establish plan and participant records

- Provide census data
- Direct employees to enroll via the app or participant website
- Receive access to plan sponsor website
- Provide information on existing loans (if applicable)

Confirm data transmission process

- Determine data exchange method
- Validate procedures for submitting contributions and employee data

Assets transferred

- Current provider transfers plan assets
- Obtain employee account details from current provider
- Transfer assets reconciled
- Money deposited to employee accounts

Blackout period ends

- Notify employees and direct them to website, app and telephone for account access
- Distributions and loans can be processed
- Summary Plan Description provided



Communication during conversion

During the transition, employees typically have many questions. They will want to know when events are happening, what investments are available and how the change impacts them. It's also a great time to re-engage employees currently eligible but not contributing to the plan.

Employees receive communications throughout the plan conversion process

- Step 1** > **Initial announcement**
(including required blackout notice)
- Step 2** > **Meeting promotional posters and emails**
- Step 3** > **Enrollment/transition meetings**
(onsite and/or webinars) and educational materials
- Step 4** > **Account access notification**



Learn More

If you're an employer, contact your financial professional or Securian representative. If you're a financial professional, contact the Securian sales team at **1-877-876-4015**.

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