

PCU Online FINAL EXAM Outline

The final exam consists of all “True” or “False” questions.

Below are the questions that will be on the final exam.

Once you score a 80% or higher on the final exam you will a receive the 20% discount on your current pricing!¹

I. Compliance

a. Your ADV & Your Agreements (5:38)

i. Your ADV needs to state you work with “held away” accounts.

b. ERISA Rules and Regulations (9:39)

i. ERISA Rules require you to recommend the cheapest investment option if there are multiple choices in the same asset class.

ii. ERISA Rules requires you to recommend diversification of each individual ERISA account.

iii. ERISA Rules require documentation each and every time you advise a participant.

iv. The DOL has finally provided written guidance on the term “reasonable compensation”.

II. Operations

a. Our models (3:14)

i. We only offer five strategic models for your clients to choose from.

b. Your models (1:30)

i. You can program our software to deliver your advice by using your own asset allocation models.

c. Future vs Current allocations (1:04)

i. Our software has the ability to offer separate advice for “Future Contributions” (money going into the account with the next paycheck) and “Current Allocations” (Re-Balance).

d. Your pricing (14:02)

¹ The 20% discount is available on all Agreements signed after 11/1/2021.

III. How to

- a. **Add a participant/plan (2:40)**
 - i. *You need to provide the fund lineup even if the plan is already in our database.*
- b. **Link Multiple Plans (1:33)**
 - i. *Your client will have to select a new model for each additional plan added to the database.*
- c. **Add a Free Account (1:46)**
- d. **Update an existing fund lineup (1:10)**
 - i. *When a client's fund lineup changes, you just need to email support@planconfidence.com to have the database updated.*
- e. **Update Picture, Change PW (1:06)**
 - i. *You just need to email support@planconfidence.com to update your photo, email address, change a password, etc.*
- f. **Use Trading & Contact Corner buttons (2:39)**
 - i. *If your client clicks the "Please Trade My Account" button, either your firm or our firm will receive a trade file via email.*
- g. **Sort Your Data (:50)**
 - i. *The only way to sort the data on your Adviser Dashboard is to export the information to Excel.*
- h. **Get In Service Distributions (1:58)**
 - i. *If our database has the SPD for a plan, we will email you the day your client becomes eligible for an In-Service Distribution.*

IV. Sales

- a. **Create John Doe Account (3:03)**
- b. **The Proxy Page (2:26)**
 - i. *The Proxy Page will show the client when they can't be diversified to the categories used in their model.*
 - ii. *It's a good idea to review the Proxy Page with your client to have a conversation about the differences between IRAs and 401k plans.*
- c. **Phrases to memorize (8:39)**
 - i. *You should tell your client "Ten times out of ten, the 401k is better for diversification and security selection than an IRA.*
- d. **Destroy your competition with one simple question (3:09)**
 - i. *Your prospects should call their current adviser and ask them how much they would be charged for written monthly, ongoing 401k advice.*

V. Client Info

- a. **Onboarding new accounts (11:35)**
 - i. *The advisers that excel the most will sit down with their clients and walk them through the setup process.*
 - ii. *If you are using our billing system, there are four steps for your clients to complete. If you are not using our billing system, there are only three steps for your clients to complete.*
 - iii. *The default password for your client is their last name and last four digits of their social security number.*
- b. **Our emails to your clients (1:30)**
 - i. *We have four different emails that may go to your clients.*
 - ii. *You can suppress the emails that go to your clients from Plan Confidence at any time.*
- c. **Initial Activation (client video) (3:03)**
- d. **Change Advice Model(s) (1:21)**
 - i. *Your clients can only change their advice model once per quarter.*
- e. **Cancel / update CC (:55)**

VI. Marketing

- a. **The Sales Funnel (5:40)**
 - i. *The sale funnel cycle is: Awareness, Interest, Decision, Action.*
- b. **Adviser Page (Password Protected) (2:23)**
 - i. *You may not edit the How To Guide as it must be used “as is”.*
- c. **Create a Landing Page (14:32)**
- d. **Email Sequence – How to Take Control of Your 401k Guide (5:44)**
- e. **Materials for your website (6:12)**
 - i. *You should never put any information about advising 401k participants on your website due to the strict ERISA rules.*
- f. **White Labeled Participant Dashboard (1:52)**
 - i. *We brand you as your clients 401k expert.*
 - ii. *Our “white label” Participant Dashboard will use your website’s color patterns and we will remove our logo and add yours.*
- g. **Webinars & Lunch and Learns (4:21)**
 - i. *Kevin will do a joint webinar with you.*
- h. **Freeerisa.com (7:10)**
 - i. *With Freeerisa.com you can find the local 401k plans in your town and sort by assets, employee size, etc.*
- i. **Speaking Engagements (6:12)**
- j. **Press Release (4:44)**
- k. **Facebook - Business Page (COMING SOON)**
- l. **Facebook – Boosting a post (COMING SOON)**
- m. **Facebook – Paid Ads (COMING SOON)**