

CASE STUDY

Reducing Fees Without Changing Platforms



AT A GLANCE

Challenges

- Lack of benchmarking
- Overpayment for services

Our Solution

- Comprehensive fee analysis
- Negotiation & advocacy
- Enhanced employee education

BACKGROUND

A client approached us for a comprehensive review of their retirement benefits. Since establishing their plan, they had not revisited its structure or costs and wanted a second opinion to ensure they were making the best financial decisions.

CHALLENGES

During our review, we uncovered two key issues:

- **Lack of benchmarking:** The client had never compared their plan's fees and services to industry standards.
- **Overpayment for services:** They were paying significantly more than necessary for both their retirement plan and advisory services.

OUR SOLUTION

To address these issues, we took the following steps:

- **Comprehensive fee analysis:** We conducted a benchmarking study to compare their costs against similar plans in the market.
- **Negotiation & advocacy:** Without making major changes to the plan itself, we stepped in as their new broker and negotiated lower fees on their behalf.
- **Enhanced employee education:** In addition to reducing costs, we provided more robust educational resources to help employees make informed financial decisions.

RESULTS

By leveraging our knowledge and resources, the client successfully cut their plan fees in half while maintaining their existing platform. Without any disruptions to their current setup, they now benefit from a more cost-effective plan with improved employee education and advisory support.

Meet the team

Our team is here to deliver personalized advice and services to help you achieve your financial goals, today and tomorrow.

Financial professionals



Garrett M. Ford, CFP®, AIF®
Managing Partner
Financial Advisor

(703) 214-6646 ext. 101
ford.garrett@principal.com



Peter H. Webster, AIF®
Managing Partner
Financial Advisor

(703) 214-6646 ext. 102
webster.peter@principal.com



Hunter Looney, AIF®
Financial Advisor

(703) 214-6646 ext. 102
looney.hunter@principal.com

Operations and client services (other support staff)



Christine Sylor
Client Service &
Operations Manager

(703) 214-6646 ext. 104
sylor.christine@principal.com



Libbie Frierdich
New Business &
Service Coordinator

(703) 214-6646 ext. 105
frierdich.elizabeth@principal.com

Insurance products issued by Principal National Life Insurance Company (except in NY), Principal Life Insurance Company®, and the companies available through the Preferred Product Network, Inc. Securities and advisory products offered through Principal Securities, Inc., Member SIPC. Referenced companies are members of the Principal Financial Group®, Des Moines, IA 50392. Garrett Ford, Peter Webster, Hunter Looney, Principal National and Principal Life Financial Representatives, Principal Securities Registered Representatives, Financial Advisors, and members of the Principal® Financial Network. Ford & Associates Wealth Management is not an affiliate of any company of the Principal Financial Group®.

Certified Financial Planner Board of Standards Center for Financial Planning, Inc. owns and licenses the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP® (with plaque design) in the United States to Certified Financial Planner Board of Standards, Inc., which authorizes individuals who successfully complete the organization's initial and ongoing certification requirements to use the certification marks.

AIF® (Accredited Investment Fiduciary®) is an educational designation only, obtained by the holder by completing the requisite coursework. The AIF designation does not mean the holder is acting in a fiduciary capacity.