

Lies that Prospective Retirement Plan Providers and Your Mother Tell You

By Ary Rosenbaum, Esq.

When we were children, our mother told us stories that we believed to be true because we always believed what our parents were telling us was the truth. Part of growing up is realizing that a good chunk of what your mom told you was wrong either because she believed an urban legend or because she wanted to pull a fast one over on you. So I know now that shaving won't make my facial hair come back thicker and I won't get a cold because I wasn't wearing a jacket outside. The same can almost be said about retirement plans where plan providers trying to solicit your business will tell you some "facts" about your plan that is either based on a misconception about retirement plans or an outright lie. So this article will try to advise plan sponsors on when to chalk up potential plan provider talk as just a "lie".

The most important thing is picking providers with the lowest fees

People love saving money, but sometimes picking something that is cheap is a bad idea when the product or service isn't very good. While plan sponsors have a fiduciary duty to pay reasonable expenses, it does not mean they have to pick the lowest cost provider. Reasonableness is based on the fees paid for the services provided, so you can pay more for a higher level of service. So while fees are a consideration, I think choosing providers that are competent is more important because I have seen too many low frill providers causing large compliance problems for

their clients. Picking a provider just on cost is never a good idea.

Since they are already doing your payroll, let them administer your 401(k) plan

There is nothing wrong with some of the major payroll providers who have added third party administration (TPA) services as a natural outgrowth of their



business if they did a quality job as a TPA. But they don't. It's a good idea on paper to have your payroll provider to handle the administration of your 401(k) plan, but payroll has very little to do with plan administration, and these payroll providers have shown a lack of detail which is required for quality plan administration. While these payroll providers have lots of plans on their books, they have a high

churn rate, which means they have a high turnover of plan sponsor clients because of their shoddy service. Their fees may be more competitive than other TPAs, but I have seen too many plan sponsors ending up having to spend thousands of dollars to fix errors caused by these payroll providers. In addition, the payroll providers require much legwork from plan sponsors, which is a problem because many

plan sponsors have no idea how to administer a 401(k) plan. I have had a client for the past 7 years (through 3 different firms) that will always be my client because I helped them avoid making large refunds to their highly compensated employee for discrimination testing failures, simply by making a corrective contribution. A \$7,000 QNEC contribution avoided a salary deferral refund of \$10,000 to the owner. This is because the payroll provider TPA never bothered to mention the availability of QNEC and the possibility of adopting a safe harbor plan design in the future. Good TPAs do a lot of hand holding, payroll provider TPAs leave you on your own. So if a financial advisor recommends using a payroll provider TPA,

take a pass.

Always ditch that 403(b) for a 401(k)

Since 1997, not for profits are able to sponsor a 403(b) plan and/or 401(k) plan. Since 2009, these not for profits have the ability to terminate their 403(b) plan and devoted all their retirement savings to a 401(k) plan. Many third party administration (TPAs) and/or financial advisors

advise their potential clients to ditch 403(b) plans and opt for a 401(k) plan. Sometimes it's done to benefit the plan sponsor, but most times it's done because the potential provider has absolutely no idea about the benefits of a 403(b) plans. While costs may favor 401(k) plan at times, 403(b) plans have two large advantages in plan design. First off, it is possible to have a 403(b) plan that is not subject to ERISA which means no Form 5500 filing. The savings could be huge if the not for profit has more than 100 employees (by avoiding the required audit for the 5500). In addition, unlike 401(k) plans, 403(b) plans don't have a discrimination test for salary deferrals, just a universal availability requirement. So when a TPA salesman or a financial advisor tries to convince you to ditch the 403(b) plan, makes sure it makes economic sense and not what's best for the plan provider.

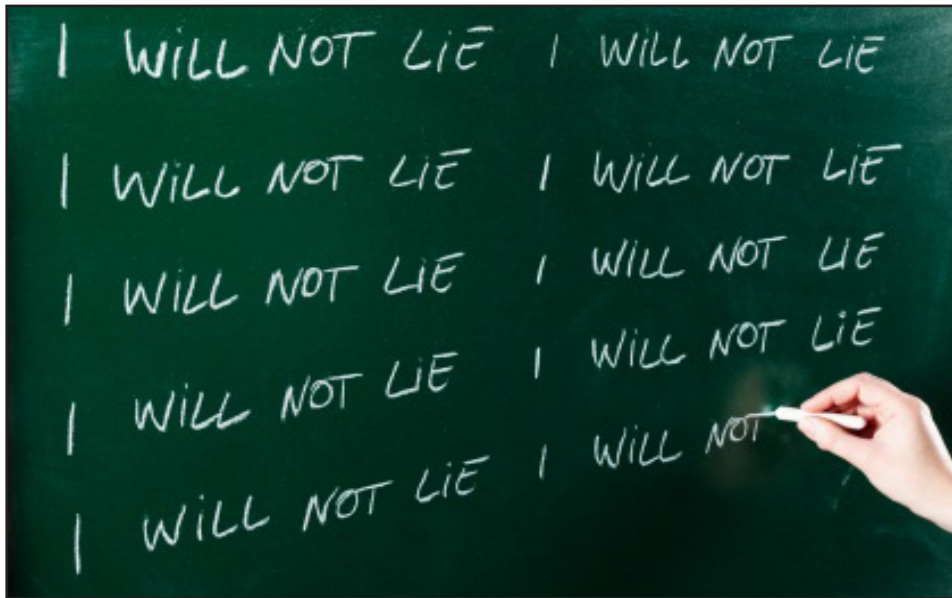
Since your plan is using an insurance company platform, it's expensive

Blanket statements are a little harmful and I have done my fair share of making them. One blanket statement that is often made in the retirement plan business is that any 401(k) plan using an insurance company platform is more expensive than using a fully unbundled/ open architecture provider. The strike against insurance company providers was that their fees were cloaked in wrap fees, where they took mutual funds and added a wrap fee that many plan sponsors were unaware of. That is what I call the myth of free administration. Despite the cloaking of fees, the hope is that fee disclosure will make everything transparent, at least that is the hope. So once and for all, plan sponsors can see what insurance company providers charge. The one thing that people don't understand is that an insurance company provider has different sets of programs for plans of different sizes. So it is quite possible that on many of their programs, their fees may be lower than unbundled providers. This is not an endorsement of one provider or another, it just means that

you should use those fee disclosures (you are supposed to get one shortly) you get from your insurance company provider and compare them with other providers because it's your fiduciary duty to do so.

This solution is the perfect solution for your plan and all plans

Unlike a hat or a rain poncho, retirement plan solutions aren't one size fits all. So whether it's the next great thing like a multiple employer plan, the ERISA §(3)



(16), 3(21), or 3(38) solution, or a safe harbor 401(k) plan design, or automatic enrollment, there is no retirement plan design or solution that fits every plan sponsor. Thanks to the plan sponsor's sophistication, or demographics, or economic resources, any solution needs to be tailored to fit the plan sponsor's needs. A diligent plan sponsor may not need to hire an ERISA §3(38) fiduciary and a 401(k) plan with great participation probably doesn't need a safe harbor plan design. So when a plan provider touts the next retirement plan solution as the best thing since slice bread, there is no guarantee that that solution is the perfect fit for you and your plan.

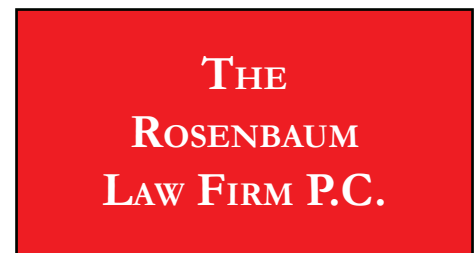
This solution will eliminate your fiduciary liability

As plan sponsor, you have a fiduciary duty to the plan participants, which is the highest duty of care under equity and law. As plan sponsors, you can take steps to minimize liability, but you can never fully eliminate it. You can minimize liability by purchasing fiduciary liability insurance

and hiring plan providers. So when people tout products or services and claim that this product of service fully eliminates a plan sponsor's liability, then you know they are selling snake oil. A multiple employer plan doesn't fully eliminate a plan sponsor's liability since joining a multiple employer plan is a fiduciary function. Even hiring an ERISA §3(38) fiduciary who assumes the fiduciary process doesn't fully eliminate a plan sponsor's liability for the fiduciary process because select-

ing that fiduciary is a fiduciary function which means you are on the hook if the fiduciary is negligent in their duties. So while you could put pieces in place that can help minimize your liability as plan sponsor and individual trustees, you can't fully eliminate it, even if that plan provider is selling you the Brooklyn Bridge.

Most prospective plan provider will tell you the truth and some will try to sell you a product or service that they can't deliver. So don't just don't buy whatever plan providers are selling, it's important to browse because there is nothing worse than buyer's remorse.



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