Conversation Starter: Avoiding turnover costs and lost productivity

Email script for clients with a retirement plan

\*Be sure to update the proper investment fee %

**Subject line:** Avoid the disruption and cost of employee turnover

Hi {client name},

Losing an employee can cost employers between $41,000-$100,000 or more per year, including the cost to rehire, lost productivity and more according to the Express Employment survey.

To reduce the risk of staff turnover, it may be the right time to consider upgrading your retirement benefits plan.

You are currently paying xx in fees. By upgrading to a plan with lower fees and a modern technology platform, you could save your employees more each year.

With a modern solution, upgrading your plan can be relatively seamless.

I look forwarding to chatting about ways to improve your retirement benefits.

Warmly,

{advisor name}

