Conversation Starter: Avoiding turnover costs and lost productivity

Email script for clients without a retirement plan

**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 adding retirement benefits.

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

Warmly,

{Advisor name}

