Conversation Starter: Turnover increasing due to compensation

Email script for clients with a retirement plan

\*Be sure to update the proper investment fee %

**Subject line:** Help retain top talent by upgrading your retirement benefits provider

Hi {client name},

According to a Harris Poll, 35% of hiring managers say turnover has increased compared to last year-- and compensation is often the reason.

To reduce staff turnover, and help staff save more, especially with the higher cost of living, it may be the right time to consider switching 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}

