

How a 'Set It and Forget It' Strategy Can Hurt Your Long-Term Returns



When it comes to your 401(k), you can't afford a "set it and forget it" mentality.

You need a proactive adviser who actively reviews and manages your fund lineup and who provides one-on-one financial guidance to plan participants to help individually tailor their accounts to maximize retirement objectives.

As the World Changes, So Should Your Funds

You need active 401(k) fund lineup management because things change. A fund may have seemed like the right one based on its track record when it was chosen. But because performance, strategies, managers and fees change regularly, the best fund today may not be the best fund tomorrow – and the numbers bear this out.

Without active fund lineup management, 401(k) plans cannot effectively react to opportunities that may present themselves, especially in a volatile market. This can lead to missed opportunities as one asset class or category outperforms the market.

Long-Term Track Records Matter

3.84%

of domestic equity funds that performed in the top half of their category in 2015 were able to **maintain that status annually through 2019.**

0.18%

of the top-quartile domestic equity funds **sustained their performance** over the same period.

OVER A FIVE-YEAR PERIOD*

*Data from Dow Jones S&P Indices, Year End 2019

Even the types of funds and mix of funds need to be actively managed to make a long-term impact, for example: reviewing target date funds, QDIA, and model portfolios.

In addition, even the best fund lineup in the world won't achieve your goals if your employees don't have the guidance they need to make the right decisions. Your employees need someone they can talk to so they avoid making mistakes like selling in a panic during a crash instead of buying to take advantage of the recovery. **This is why having a proactive 401(k) adviser matters.**

The Power of an Active Adviser

A proactive adviser will actively manage your plan's fund lineup and provide individual guidance to plan participants. This includes:

Using a robust process to select funds and monitor performance.



At Fisher, our four-step process leverages the experience and insights of our Investment Committee. It regularly reviews holdings and trends to make strategic decisions about the funds in our client's lineup.

4-step
process

Tailoring high-quality, low-cost fund lineups that put your interests first.



According to an analysis of Fisher fund lineup proposals delivered to prospective clients from January through May 2020, Fisher delivered an average of 61% higher quality fund lineups with 72% lower fund fees versus the prospective client's existing fund lineup

+61%



higher quality
fund lineups

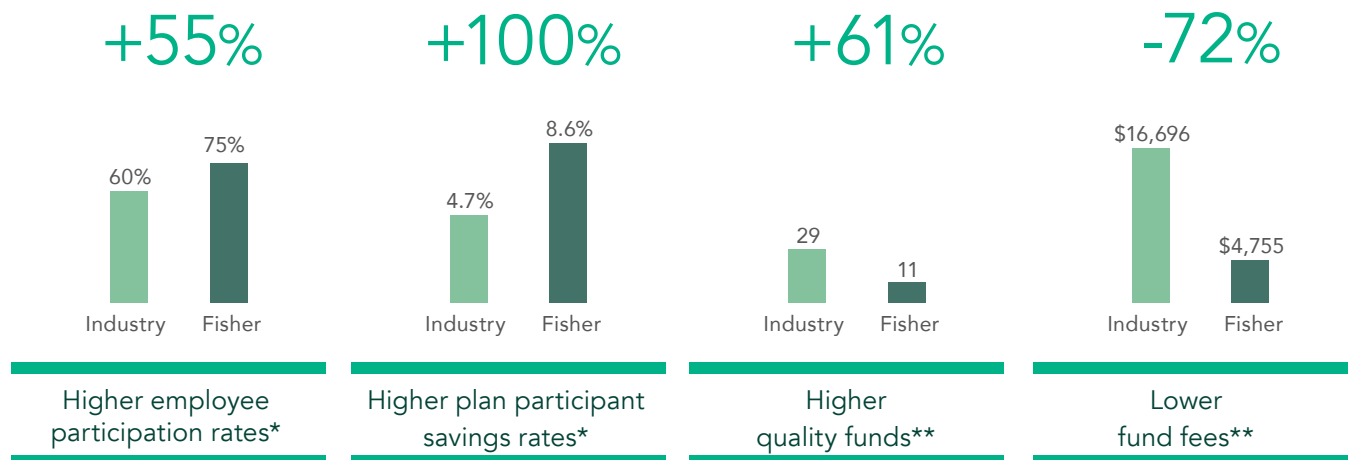
-72%



lower
fund fees

Better Advice, Better Outcomes

Fisher Investments is one of America's top financial advisers for a reason. Our proactive approach to investment management and participant education maximizes four key drivers of wealth creation: employee participation, employee deferral rates, fund quality and fund fees. As a result, Fisher significantly outperforms the industry average across all of these key metrics.



*As of Jan. 1, 2019 **Data gathered for 100+ companies between dates Jan 2020 and May 2020 and measured by Fi360. Industry averages for participation rate and savings rates were taken from the 2019 Vanguard Retirement Plan Access Study-Small Business

The Power of an Active Adviser

Providing proactive outreach to plan participants during volatile markets.



During the COVID-19 epidemic, Fisher proactively reached out to 100% of plan sponsors and 29,000 plan participants to answer questions and provide financial guidance, resources and tools.

Delivering one-on-one participant education.



Our guidance includes providing individually tailored asset and sub asset allocation guidance to maximize participant objectives.



A "SET IT AND FORGET IT" STRATEGY TO MANAGING YOUR 401(K) HAS THE POTENTIAL TO MISS THESE TYPES OF OPPORTUNITIES, COSTING YOU AND YOUR EMPLOYEES SIGNIFICANT RETURNS.



Get your free fund lineup assessment

Fisher Investments 401(k) Solutions is here to help small and medium-sized businesses like yours successfully manage their 401(k) plans. Call us at 844.343.4015 for a free fund lineup assessment to ensure your plan is on track.

[Contact Us](#)

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