The Advisors' Newsletter
Presented by: 401(k) Rekon

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In this issue read about converting prospects, trends in Millennial benefits, and managing plan committees.

The Key to Converting Prospective 401k Clients
By: Ken Waineo via 401kSpecialistMag.com

What if you could open doors, demonstrate acumen, build trust and strengthen relationships with prospective clients with one simple change?

Sounds too good to be true, but it isn't. The simple change that could improve those relationships is thoughtful communication.

As a 401k advisor, you may already communicate often with prospective clients, but it's difficult to walk the line of too much communication and not enough. That's where thoughtful communication comes in.

To learn more, **Click Here**

Pentegra Releases Millennial Benefit Trends Report
Pentegra Press Release

Report examines millennials and human resource perspectives of employee benefits, including best practices; offers insight for employers to understand millennial mindset.

White Plains, NY, January 29, 2018 – Today, Pentegra released The 2018 Millennial Benefit Trends Report, which looks at how millennial job seekers prioritize employee benefits and best practices recommended by human resource (HR) professionals. The report combines surveys and interviews with millennials (born between 1980 and 2000) and HR professionals about health insurance coverage, retirement plans, vacation policies, work-life balance and flexible work arrangements, among other issues of importance to millennials when seeking employment.

To learn more, **Click Here**

How To Adopt The Habits Of Top Performing 401k Advisors
By: Ross Marino via 401kSpecialistMag.com

Individuals and teams at the top of any profession share certain characteristics. Yes, they work hard and might have interesting stories about how things just "worked out," but there are habits and processes in how they make decisions that drive success.
What makes them tick? How do they run their practices and their lives, and what insight can we gain?
It's for this reason we're launching "a day in the life" of top-performing advisors.

To learn more, **Click Here**

Appointing and Removing Committee Members
By: Charles Humphrey via Fiduciary Plan Governance, LLC

Appointing and removing committee members. This is an aspect of committees where there is generally a woeful lack of understanding of the commitment that is being made. What I have seen so many times is the plan version of the military's Selective Service System: "Yes, son, you've been drafted and you report to duty on October 1." Newly appointed committee members often show up at their first committee meeting as raw recruits with no information about the plan or their legal obligations and liabilities as ERISA fiduciaries.

What I think should happen is a lot like an employer hiring an employee and an employee deciding on whether to accept a job offer. Each should be mutually interested in making sure they are making the right decision based on an objective assessment of the other. That sounds like the prudent exercise of fiduciary responsibility to me.

To learn more, **Click Here**

Mission Made Jewelry, 501(c)3

Mission Made Jewelry was founded by the Rekon Intelligence team. Since 2010, Rekon has hosted 1,000+ events for 25,000+ financial advisors. Their focus is to provide timely and relevant information in a convenient environment. As the Rekon team sought for opportunities to serve, they decided to take advantage of their internal processes and efficiencies and start their own non-profit. MMJ was founded with the intentions of providing jobs in underdeveloped countries in order to keep families together and help individuals live to their highest potential. After a vision trip to Haiti, the team found a heart for the country and has since worked extensively to create and expand artisan training programs and to sell products hand-made in Haiti to stimulate economic develop. MMJ has given back to help support children's home, ministry efforts, and health care clinics.

To learn more, **Click Here**