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# IRA Clarity™

## Navigating Rollover Suitability and Regulatory Compliance

June 11, 2025

# Agenda

01. Introductions
02. NextLevel IRA
03. Decision Optimizer
04. Regulatory & Compliance Insights
05. Suitability Analysis Demo
06. Q&A

# Submit your questions and comments in the Q&A tab

- Get help with technical difficulties in the chat tab
- Session replay will be available



# Wes Schevers

Vice President,  
Advisor Solutions  
**PenChecks Trust**



# Jason Roberts

**Esq.**

Chief Executive Officer, PRI  
**Partner, Fiduciary Law Center**



# Matt Boyle

**CFP®, AIFA®**

Product Analyst  
**Broadridge Financial  
Solutions**



# Steve Niehoff

**QKA, TGPC, QPFC, ChFC**

Chief Operating Officer  
**PRI**

# NextLevel IRA

Wes Schevers, PenChecks Trust



# nextlevel IRA<sup>TM</sup>

Provides advisors a **retention** strategy to capture **leaking revenue** from their retirement plan as well as a long-term **prospecting pipeline** for their wealth management business without adding an **administrative burden**.

## How **big** is the IRA rollover **opportunity**?



Total Rollover Market:  
**\$845B** across **5.19M**  
Accounts <sup>1</sup>



**42.2% of all households**  
own IRAs <sup>2</sup>



**\$129,200** average IRA  
account balance, an  
18% increase from  
2023 to 2024 <sup>3</sup>



85-90% of rollovers  
**under \$210k** go to  
Direct Providers <sup>4</sup>



**Only 57%** of younger  
workers aged 18-29 have  
any retirement savings. <sup>5</sup>

**Only 24%** feel on track  
for retirement. <sup>6</sup>



54% of Advisor-assisted  
Rollovers go to **Existing  
Advisor Relationships** <sup>7</sup>

Now, there is a simplified way to capture this opportunity for your business.

1. The Cerulli Report – U.S. Retirement End Investor 2023, Exhibit 6.04. 2023.

2. Investment Company Institute (ICI) The Role of IRAs in US Households' Saving for Retirement, 2023

3. Kiplinger. (2024). The Average IRA Balance by Age. Retrieved from [Kiplinger](#)

4, 5, 6, 7. The Cerulli Report – U.S. Retirement End Investor 2023, Exhibit 6.04. 2023.

# Rollovers are won by Existing Relationships

**Total Rollover Market:**  
**\$845B across 5.19M accounts**

## Advisor-Intermediated Rollovers

Assets: **\$535B**

- 63.3% of Total Rollover Assets
- Average Balance: \$210.2K

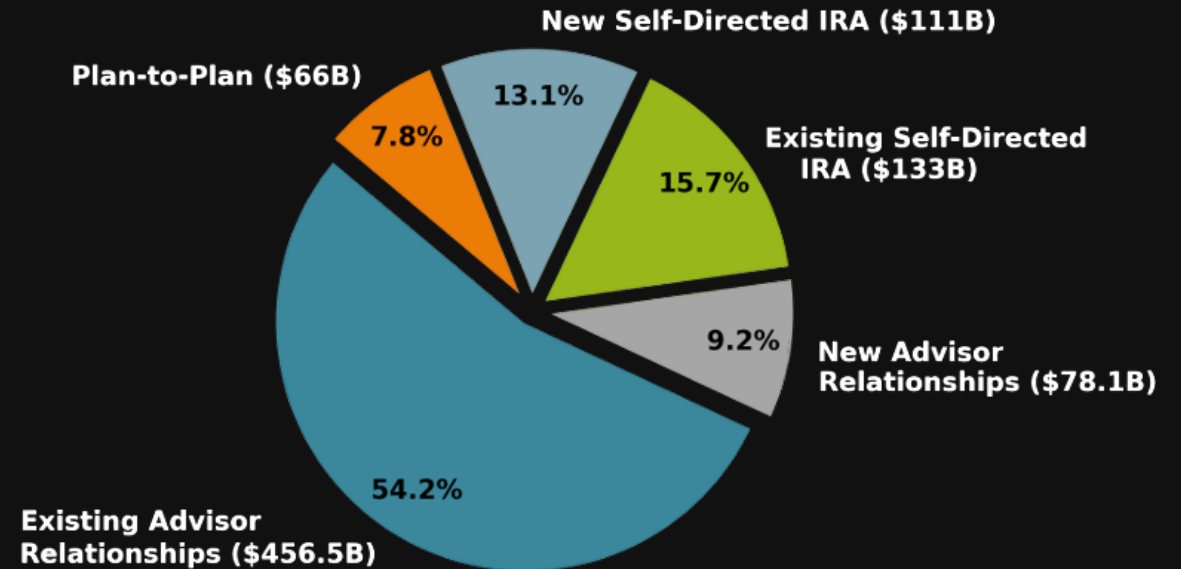
New Advisor Relationships: **\$78.1B**

- 17.4% of Advisor-Intermediated Rollovers

Existing Advisor Relationships: **\$456.5B**

- 85.4% of Advisor-Intermediated Rollovers

### The Breakdown of the Rollover Market (\$845B)



3. The Cerulli Report – U.S. Retirement End Investor 2023, Exhibit 6.04. 2023.





The traditional IRA solution from PenChecks Trust® that provides an efficient, seamless transition from an employer retirement plan to a customized IRA account tailored to the account holder's retirement income goals.

#### Partnership →

providing the ability to grow your assets, turn leakage into loyalty, diversify your client base – **all with an automated and personalized Invest4U™ client experience**

## Solution Highlights

- Grow your assets under management by capturing Rollover IRA accounts directly from your retirement plan portfolio.
- Scale your business by leveraging the **Invest4U™** personalized investment solution that provides proactive monitoring, automated rebalancing, and custom investment strategies empowering clients and strengthening relationships.
- Identify new opportunities for growth by preventing the outflow of retirement assets while developing a pipeline for future prospective wealth management clients.
- Choose your own fund lineup or use one of the standard offerings.
- Seamless onboarding experience, automate tasks, simplify operations and easily document rollover recommendations.
- Easily identify, facilitate, and capture rollovers directly from your 401(k) plans irrespective of the recordkeeper.
- Built in tools to document the IRA rollover recommendation.
- Create automated [email campaigns](#) tailored to your business

# nextlevel IRA<sup>®</sup>

The traditional IRA solution from PenChecks Trust<sup>®</sup> that provides an efficient, seamless transition from an employer retirement plan to a customized IRA account tailored to the account holder's retirement income goals.

## Partnership →

providing advisors the ability to grow your assets, turn leakage into loyalty, diversify your client base – **all with an automated and personalized Invest4U<sup>™</sup> client experience**

### Retain Assets

→ Preserve assets and keep clients invested for their retirement with flexible advisor engagement.

### Maximize AUM

→ Convert plan leakage into wealth management growth.

### Build Prospecting Pipeline

→ Streamlines client discovery of outside assets for a more holistic view of external and spousal holdings.

### Seamless IRA Management

→ Easy-to-use digital platform simplifies client engagement, reduces administrative management, and has built-in tools to document the IRA rollover recommendation offered through Broadridge's Decision Optimizer.

# Decision Optimizer:

Rollover compliance with expert guidance, ease, and efficiency

Matt Boyle, CFP®, AIFA®, Broadridge

# Decision Optimizer: Rollover compliance with expert guidance, ease, and efficiency

**Presented by:**  
**Matt Boyle**  
**Product Analyst**

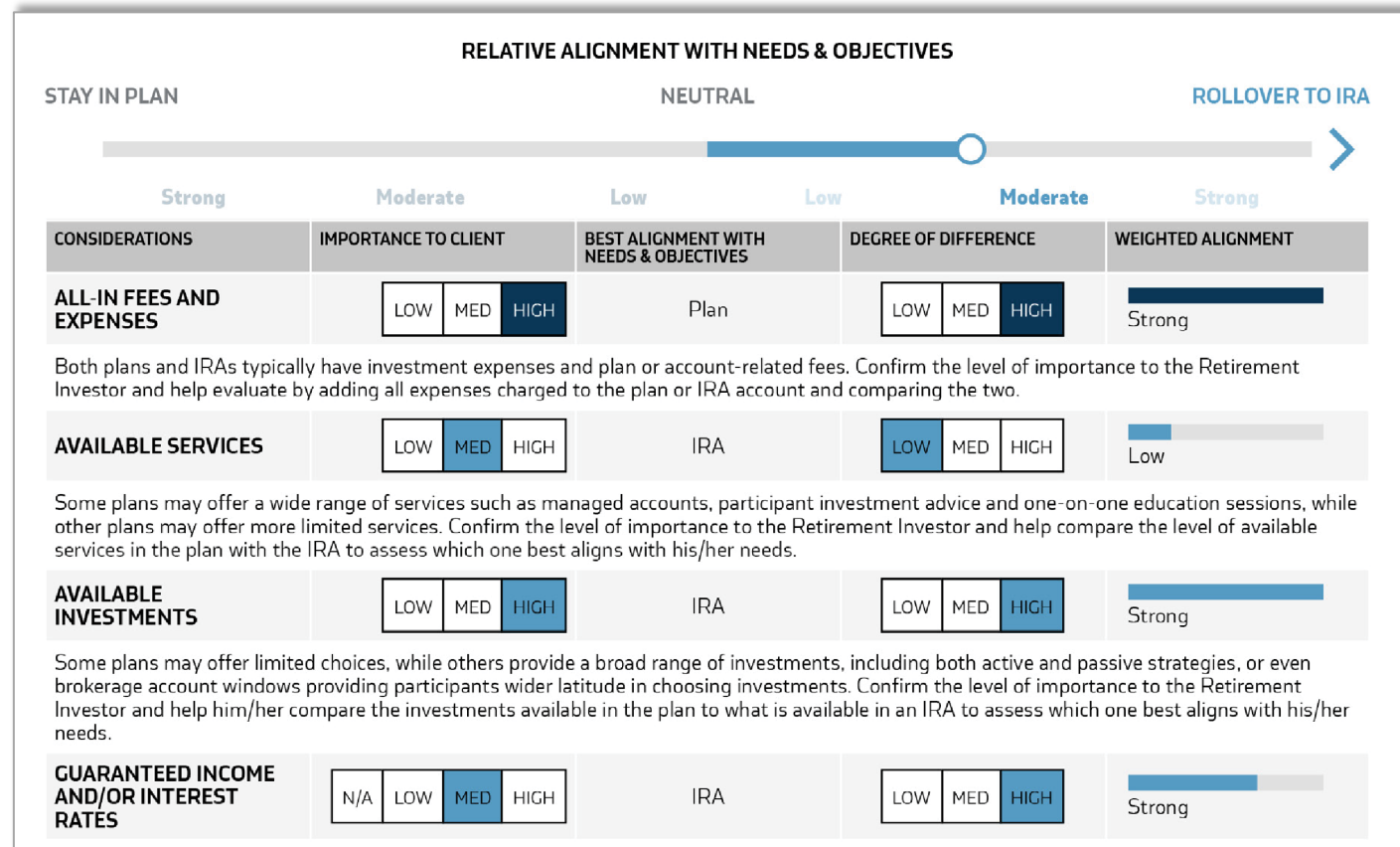
# IRA rollover and account transfer compliance can be hard

## The Decision Optimizer makes it easy

Broadridge's Decision Optimizer provides you with best-in-class resources and support to comply with PTE 2020-02, Reg. BI, and other regulatory standards when recommending different account types, including IRAs and rollovers.

The Decision Optimizer can:

- Compliment current account opening processes
- Facilitate discussions with clients if a rollover is in their best interest
- Provide reliable benchmarking as an alternative, when fee data is not provided
- Allow surveillance to support retrospective reviews



All-in Fees and Expenses

COMPARE FEES

IMPORTANCE TO CLIENT

LOW

MEDIUM

HIGH

BEST ALIGNMENT WITH NEEDS & OBJECTIVES

NEUTRAL

PLAN

IRA

DEGREE OF DIFFERENCE

LOW

MEDIUM

HIGH

WEIGHTED ALIGNMENT

9

STRONG

Available Services

COMPARE FEES

IMPORTANCE TO CLIENT

LOW

MEDIUM

HIGH

BEST ALIGNMENT WITH NEEDS & OBJECTIVES

NEUTRAL

PLAN

IRA

DEGREE OF DIFFERENCE

LOW

MEDIUM

HIGH

WEIGHTED ALIGNMENT

9

STRONG

Available Investments and/or Products

COMPARE FEES

IMPORTANCE TO CLIENT

LOW

MEDIUM

HIGH

BEST ALIGNMENT WITH NEEDS & OBJECTIVES

NEUTRAL

PLAN

IRA

DEGREE OF DIFFERENCE

LOW

MEDIUM

HIGH

WEIGHTED ALIGNMENT

4

MODERATE

Guaranteed Income and/or Interest Rates

COMPARE FEES

IMPORTANCE TO CLIENT

LOW

MEDIUM

HIGH

BEST ALIGNMENT WITH NEEDS & OBJECTIVES

NEUTRAL

PLAN

IRA

DEGREE OF DIFFERENCE

LOW

MEDIUM

HIGH

WEIGHTED ALIGNMENT

4

MODERATE

Commentary

WAS A RECOMMENDATION TO ROLLOVER OR TRANSFER ASSETS PROVIDED?

No

Yes

Stay In Plan

Neutral

Rollover To Ira

LOW

MODERATE

STRONG

## Comply today – and tomorrow



Trusted by 10,000+ advisors

## Decision Optimizer helps you deliver a better client experience with:

- Documentation of the client's level of the importance of each decision factor
- Highlighting which option is best aligned with the client's needs
- Displaying the degree of difference between the best aligned option and the alternative
- A clear recommendation upon completion of the analysis

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# Subscription details

- First time, users are directed to the subscriptions page
- All users get **30 days** of trial access before being charged for a subscription
- Subscriptions start at \$1,450/annual for one user and increase on a per user basis
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- Contact [Fi360sales@broadridge.com](mailto:Fi360sales@broadridge.com) for more information or a demonstration of the Decision Optimizer

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# Regulatory & Compliance Insights

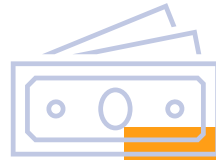
Jason Roberts, PRI





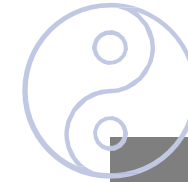
## Fiduciary Advice

- Must be prudent; and
- Solely in the interest of the client



## Conflict

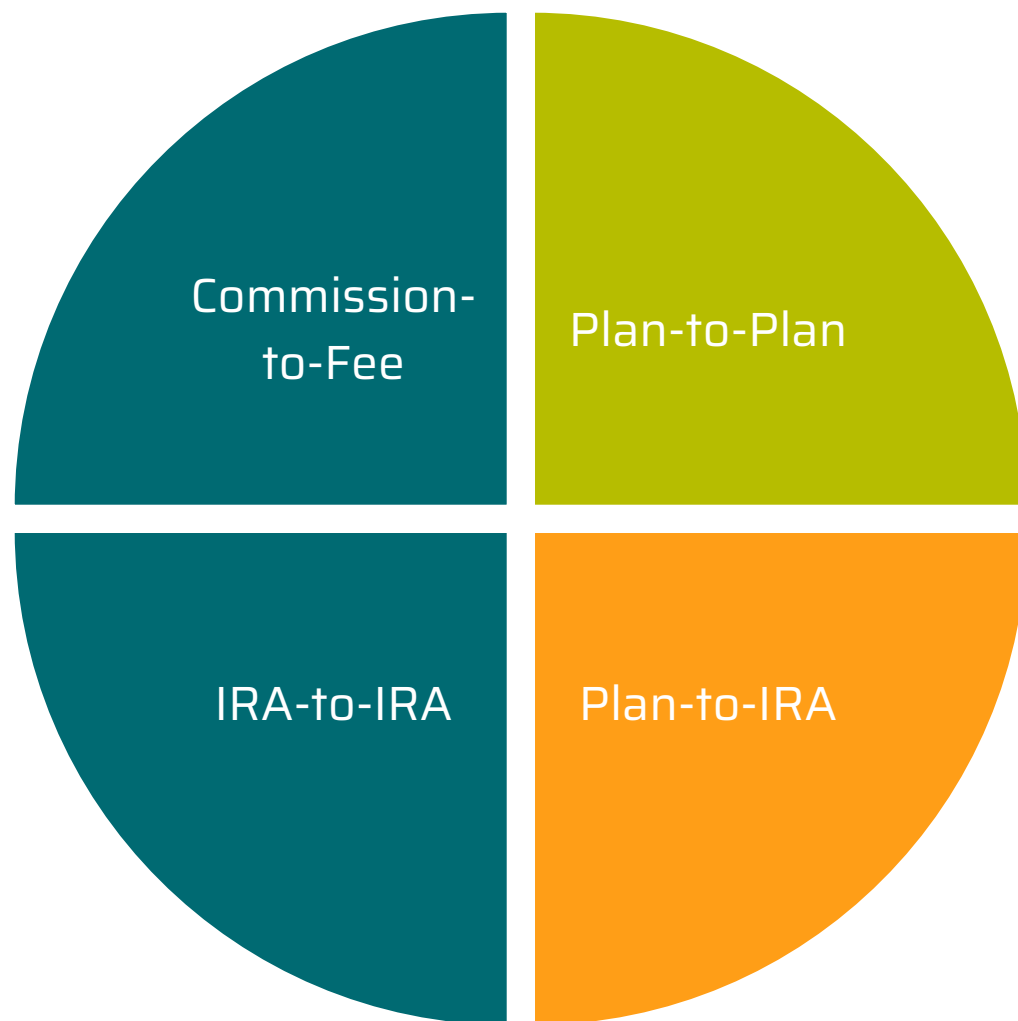
- Increased comp. or 3<sup>rd</sup>-party payment (to FP, firm or affiliate(s))



## Exemption

- Compliance with PTE Conditions

ERISA & IRC prohibit fiduciary advice that results in more compensation unless you comply with a PTE.



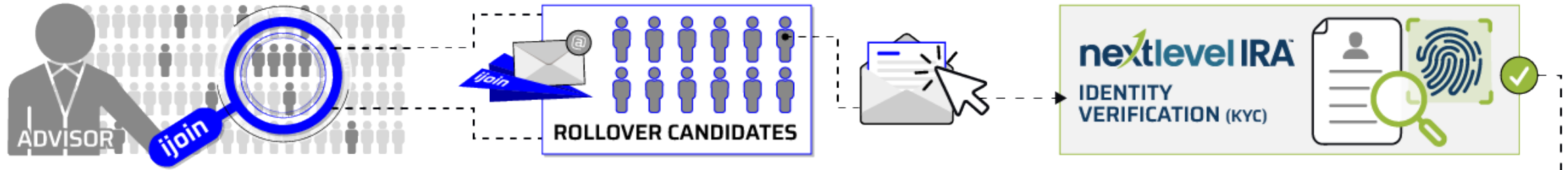
## Conditions for compliance =

- Fiduciary acknowledgment
- Impartial Conduct Standards
  - Policies/procedures
  - Best interest advice
- Rollover disclosure
- Retrospective review

# IRA Clarity Process

Jeremy Gioia, iJoin

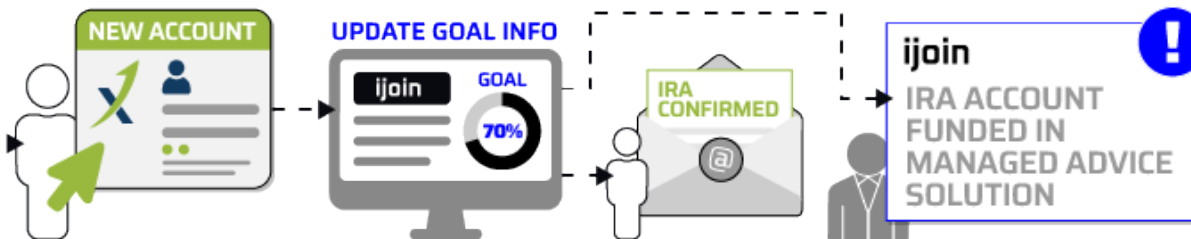
## PROSPECTING & ENGAGEMENT >>



## COMPLIANCE & SUITABILITY >>



## ACCOUNT OPENING & DISTRIBUTION >>



## MONITORING & ENGAGEMENT >>



# Suitability Analysis Demo

Steve Niehoff, PRI

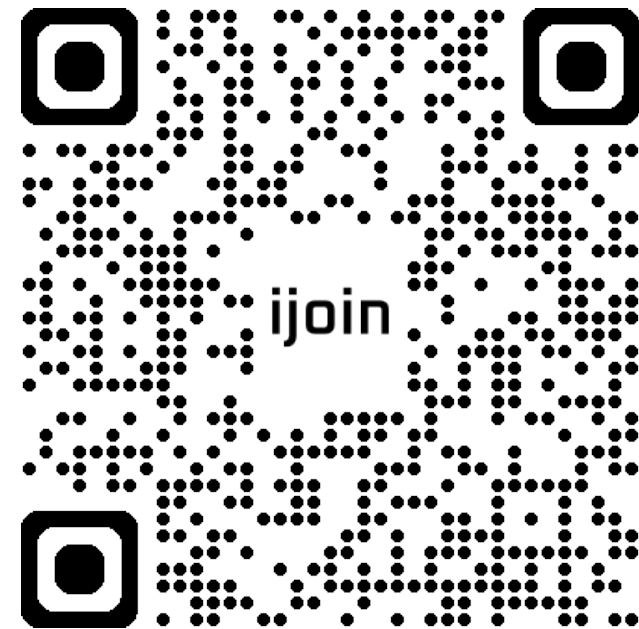
# Q+A

Please submit your questions using the Q&A feature

# Thank You for Attending

Contact us to learn more &  
get started.

Go to [ijoinsuccess.com/contact](https://ijoinsuccess.com/contact)  
Or email [contact@ijoinsuccess.com](mailto:contact@ijoinsuccess.com)



# IRA Clarity™

## Navigating Rollover Suitability and Regulatory Compliance

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June 11, 2025

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