



# 5 COMPONENTS OF A WINNING 401(k)



## A Compelling Story

To capture the attention of plan sponsors and gain trust, it is essential to deliver a compelling story and back it up with a unique offering.



## A Diversified Lineup of World Class Managers

The 401(k) marketplace is increasingly commoditized. Plan sponsors and participants want access to best in breed managers, and a 401(k) plan must deliver a variety of exceptional options.



## A Roadmap for Participants in Various Stages of the Investment Life Cycle

Your offering must aim to improve retirement outcomes for a variety of types of plan participants. A well-rounded, robust offering with options for various time horizons and risk tolerances can help you meet plan participants' unique needs



## Fiduciary Mitigation Tools and a Focus on Risk Management

The heightened regulatory environment demands an approach that incorporates protection for both plan sponsors and plan participants. ERISA QDIA options and 3(38) co-fiduciary protection can help you support plan sponsors. Risk management tools may help you deliver protection to participants.



## Flexibility

Just as no two companies are the same, no two plan participants are the same. An offering with a high level of customization and flexibility can ensure that no one is left behind and that plan participants are on the path towards their individual retirement goals.



Clark Capital strives to provide the most complete 401(k) offering in the marketplace. To learn how we can help you, download our 401(k) Points of Differentiation, call **Mike Kiernan** at **800.766.2264** or email him at [mkiernan@ccmg.com](mailto:mkiernan@ccmg.com).

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