

# Payroll Integrated 401(k)

People are  
**20 times**  
more likely to save for retirement  
when contributions are automatic.<sup>1</sup>



## SELLING A PAYROLL INTEGRATED 401(K)

In today's world, time is money and your clients are looking for ways to streamline their processes. By offering an integrated 401(k), you can offer your clients an automated payroll solution, become the single source of expertise for your clients, and generate another revenue stream and referral source for your business.

Small business employers wear many different hats, from sales person to payroll processor. With an integrated payroll solution, you can provide them with a convenient way to process their 401(k) deductions. Transactions become automated, and Ascensus receives the census data from the payroll provider and tracks eligibility and deferral amounts, meaning less work and reduced risk for you and your clients. Together, we make it easier for an employer to offer a 401(k).

## INCREASE CUSTOMER RETENTION

The more products and services your clients buy from you, the more invested they become. Expanding your services by offering a payroll integrated 401(k) will not only attract new clients but also keep your current clients happy. Greater retention and referrals can lead to increased plan participation and increased assets.

## ADD VALUE TO YOUR CLIENTS

If you don't mention payroll as a service to your clients, someone else will. By offering a payroll integrated 401(k) solution, you'll become a one-stop service while protecting your book of business. Plus, offering employers this easy-to-administer 401(k) allows them to offer an important employee benefit, save for their own retirement, and save time and money, strengthening your client relationships.

<sup>1</sup>John Waggoner. "Voters Overwhelmingly Support Workplace Retirement Savings Plans." AARP. October 20, 2021. <https://www.aarp.org/retirement/planning-for-retirement/info-2021/poll-results-workplace-savings-plans.html>

## THE INTEGRATED 401(K) PROCESS

With 360° payroll integration, payroll data is exchanged between the payroll provider and Ascensus, then sent back to the employer. Ascensus tracks and notifies employees when they become eligible to enroll and sends any deferral changes an employee makes directly to the payroll provider to update. With the 360° model, the employer has minimal involvement outside of running payroll.

## FREQUENTLY ASKED QUESTIONS

### Does my involvement change with an integrated 401(k)?

As the financial advisor, you will still remain the face of the plan. Whether the plan has payroll integration or not, your role as the financial advisor does not change.

### How do I get paid?

As the financial advisor on the plan, you will still get any advisory fees on the plan. We can accommodate both fee-based and commission compensation structures.

### Who does Ascensus partner with for payroll integrations?

Ascensus partners with multiple national and local payroll professionals. Contact us to learn more about our payroll integrations.



**Contact us to learn more about this document's specific product or service.**

 800-345-6363

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