

# Small Business Growth Strategy

## Small business:

a company with less than 500 employees

**99.9%**

of businesses in the U.S.  
are small businesses<sup>1</sup>

**46.4%**

of working Americans  
work for small businesses<sup>1</sup>



## Small business 401(k) plans could be your key to big growth

Technology and the changing financial industry have made it possible for more small business owners to offer a 401(k) plan. With the demand growing for small plan services, advisors are creating a competitive advantage and capitalizing on this opportunity.

### Benefits of Creating a Small Businesses Growth Strategy

#### Increased retirement savings

With more small businesses looking at retirement plans and the availability of new retirement plan features—like auto enrollment, auto escalation, and outcome-based plan alerts—the total assets in these plans are steadily increasing.

#### Business sector growth opportunities

The small business marketplace is growing quickly, with over one million new businesses opened in 2021.<sup>1</sup> As the number of potential plan sponsors continues to grow, the opportunity to win new business and build long-term relationships with small businesses grows as well.

#### Ancillary business and referrals

When working with small business plans, you have the ability to get in front of a wider audience. This gives you the opportunity to become the personal advisor for employees, owners, spouses, and their children, which may lead to greater client retention. Small business owners also tend to lean on one another for new ideas and recommendations, so word-of-mouth referrals are common.

<sup>1</sup>"2022 Small Business Profile." U.S. Small Business Administration Office of Advocacy. August 31, 2022.  
<https://advocacy.sba.gov/2022/08/31/2022-small-business-profiles-for-the-states-territories-and-nation>

## Benefits of a 401(k) plan for small business owners:

- ✓ Deduct employer contributions from current taxes
- ✓ Receive tax credits from the government
- ✓ Save more with higher maximum annual deferral than an IRA
- ✓ Attract and retain talented employees



### CoPilot

#### Add value by partnering with a 3(38)

The frequent changes in fiduciary regulations are creating an opportunity for financial advisors to assist small business owners in understanding and limiting their liability. Capitalize on this opportunity by partnering with a fully bundled retirement service like CoPilot.

#### CoPilot provides:

- Fiduciary protection for your clients.
- Employers save time through online setup, enrollment, and payroll integration.
- Participants improve outcomes with automatic enrollment and increases and gain access to financial wellness through Financial Finesse.
- Investment fiduciary coverage<sup>2</sup> and services including professionally managed investment portfolios from Wilshire Associates, a national 3(38) investment manager provider.
- A fast sales cycle due to the set investment fund lineups.

CoPilot 401(k) is a simple turnkey retirement plan—for plans up to \$1 million in assets or under 25 employees—which allows you to focus on your clients and not the day-to-day plan administration of a small business 401(k) plan.

<sup>2</sup> Investment fiduciary services are offered through Ascensus Investment Advisors, LLC a registered investment adviser.

---

With over 40 years of experience, Ascensus has the expertise to help you sell and service a small business 401(k) plan. **Contact us to discuss how we can help you grow your business.**

📞 833-893-3233

✉️ [copilotsales@ascensus.com](mailto:copilotsales@ascensus.com)

🌐 [ascensus.com](https://ascensus.com)