



# ACI Advisors Corner

## Why You Want ACI On Speed Dial

By Tobi Cogswell

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1. We want to partner with you, not be the alpha dog. We want to go with you to prospect meetings but we'll talk to you ahead of time about our role. You will get the full benefit of our knowledge and experience while still being the star.
2. We listen to you and your prospect. You will see our brows furrowing as we think. Our goal is to find a solution that will save your prospect money on a business level, allow their participants to save for a good retirement and allow both of us to recognize the win of new business.
3. We are able to give your prospect a meaningful idea of an appropriate plan design quickly, and we are able to come with you to present it. We understand that not every prospect has a complicated arrangement. We keep solutions at the appropriate level for them and for you.
4. For your clients or prospects with existing cases we have on-site staff to review documents and prior work so we can factor our discoveries into our presentation.
5. We have found that clients truly appreciate doing business with us. The person who answers their call can answer their questions, saving them time and money.
6. We don't care where the assets are, that's your job. We don't have a vested interest in placing assets anywhere, no matter what type of plan we're implementing.
7. We rebate 80% of any revenue sharing back to your client to offset fees. On a takeover plan this revenue sharing may pay for all of the administration.
8. We understand controlled groups, affiliated service groups, mergers & acquisitions, coverage testing and all the complicated machinations that bundled providers and other TPA's may not. You don't want your clients or prospects to take that risk. It's expensive to fix later.
9. We have a presence in Hawaii. Jeff Esmond is a 19-year resident of Oahu. He is an experienced consulting administrator. He knows all the one-way streets and office buildings. You need someone who understands how to do business in the Islands and we have him.
10. We constantly make you look good to your clients and prospects. Every client is a prospective referral source and while we want to be on your speed dial, we want you to be on theirs.

**So put your spouse and mother as #'s 1 and 2, and put ACI as #3 – (310) 212-2600**