T.RowePrice®
INVEST WITH CONFIDENCE

Visualize Retirement
BEFORE YOU CRUNCH THE NUMBERS

All too often, retirement planning success is measured purely by financial metrics: savings amounts (15% per year), income replacement ratios (75% of preretirement income), or withdrawal strategies (4% per year). But the most critical part of planning for retirement is often forgotten: the *plan* itself.

Put another way: How can an employee know how much money they're going to need in retirement if they don't know what they're saving for?

74% **of 50- to 59-year-olds have made a serious effort to plan for financial aspects of retirement.***

ONLY 35% **of 50- to 59-year-olds have made a serious effort to prepare for the emotional aspects of retirement.***

Visualize Retirement addresses the one planning need that many preretirees don't even know they have: preparing for the nonfinancial side of retirement.

Feedback from retirees has shown, and research has validated, that there are three key drivers of happiness in retirement.

- **Lifestyle:** How participants will spend their time in retirement (family, leisure, travel, work, etc.)

46% think having a retirement vision means creating a picture in my mind of what my retirement **lifestyle** could be.

- **Health Care:** How participants want to give and receive needed care

42% think having a retirement vision means defining how I would like to receive required **health care** in retirement.

- **Meaning:** How participants will create a sense of purpose and fulfillment

32% think having a retirement vision means defining my **purpose** in retirement.

VISUALIZE RETIREMENT FOR ADVISORS

Fills a Resource Gap:

- This program helps advisors connect with an up-market, emotionally underserved demographic within a plan population.

Complements Your Financial Offer:

- Because this program intentionally emphasizes the emotional aspects of retirement, it doesn't interfere with any financial services, guidance, or products that you or your firm may already be providing.

Eases Tough Client Conversations:

- Some participants may have outsized expectations of how they want to live compared with what they've actually accumulated. This program helps facilitate a conversation to evaluate how "on track" or "off track" they may be—and allows you to help them change their financial course if needed.

*Source: *Retiree Insights 2018 Survey of Consumers Ages 50-59*, Greenwald & Associates/The Diversified Services Group.

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VISUALIZE RETIREMENT FOR SPONSORS

Workforce Management Flexibility:

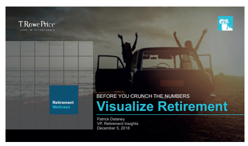
- What happens when the employee—due to a lack of emotional and psychological preparedness—doesn't end up retiring?
- That backlog can create recruitment and retention issues—as younger talent may seek opportunities elsewhere if (A) there is no "foot in the door" position open, or (B) they see minimal opportunities to advance internally.

Long-Term Cost Mitigation:

- An aging demographic—many of whom may not be emotionally prepared to retire—could impact organizational costs such as increased health care, payroll, or worker's compensation.

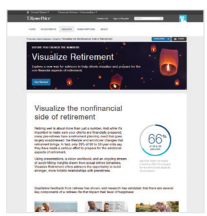
ADVISOR RESOURCES

Presentation:



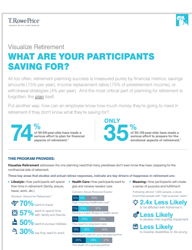
- Outlines the need for advisors and sponsors to better connect with preretirees
- Highlights the benefits to your practice and plan sponsor organizations
- Outlines the resources available, categorized by audience

Digital Landing Page:



- Outlines the opportunity for advisors and sponsors—the what, why, and how of the program
- Houses our complete set of program resources for each audience

PLAN SPONSOR RESOURCES



Presentation and Program Guide:

- Outlines the opportunity for sponsors to better connect with preretirees
- Highlights the benefits to plan sponsor organizations
- Outlines the resources available, categorized by audience

PARTICIPANT RESOURCES

Workshop and Workbook:

- Helps participants visualize the who, what, where, when, and why of retirement via straightforward questions (and workbook)
- Offers next-step items that participants can put into action
- Provides a framework to develop a retirement philosophy ("dust jacket" summary)

Conversation Starters:

- Succinct articles around new data or an "aha!" based on research into actual retiree behaviors
- Easy-to-digest content highlights implications and action items for preretirees
- Ongoing series allows you to stay in front of sponsors and participants with fresh, relevant insights
- Customizable to include your branding; delivered both digitally and in print

Visualize Retirement helps clarify what preretirees are saving for and is designed to provide advisors and sponsors with the tools they need to influence and motivate participants to achieve better retirement outcomes.

TO LEARN MORE

Talk with your T. Rowe Price representative to learn more about this program and how these resources can help you. Call 1-800-831-1370 or email RetirementPlanSupport@troweprice.com.

T. Rowe Price Retirement Plan Services, Inc.

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