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# Creating a resilient practice in times of uncertainty

“When your business strategy and management are dynamic and adaptable, you’re better prepared for any situation.”

—Retirement Plan Account Manager, T. Rowe Price

An **efficient** plan is a **resilient** plan.

**Consolidate your retirement plan recordkeepers**

**Develop and deepen client relationships**

**Creatively share relevant communications**

## Building a more resilient practice: Ways to get started

### Consolidate recordkeepers

Consolidate your retirement plan recordkeepers into a core group and measure utilization and effectiveness of the plans.

### Maintain an optimized partner list

Have enough variety to meet the needs of specific clients, while making your business manageable...and recession resistant.

### Stay connected to your clients

Communicate with your clients on timely topics in creative ways:

- Direct mail
- Newsletters
- Video updates
- Webinars
- Social media
- Blogs

**T. Rowe Price** offers a wide range of resources that can help you grow your practice. For more details on how you can boost the efficiency and resilience of your business:

**Visit our website or contact your T. Rowe Price representative**  
**[troweprice.com/ToolsforProfessionals](https://troweprice.com/ToolsforProfessionals)**  
**800-831-1370**

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