



Creating a resilient practice in times of uncertainty

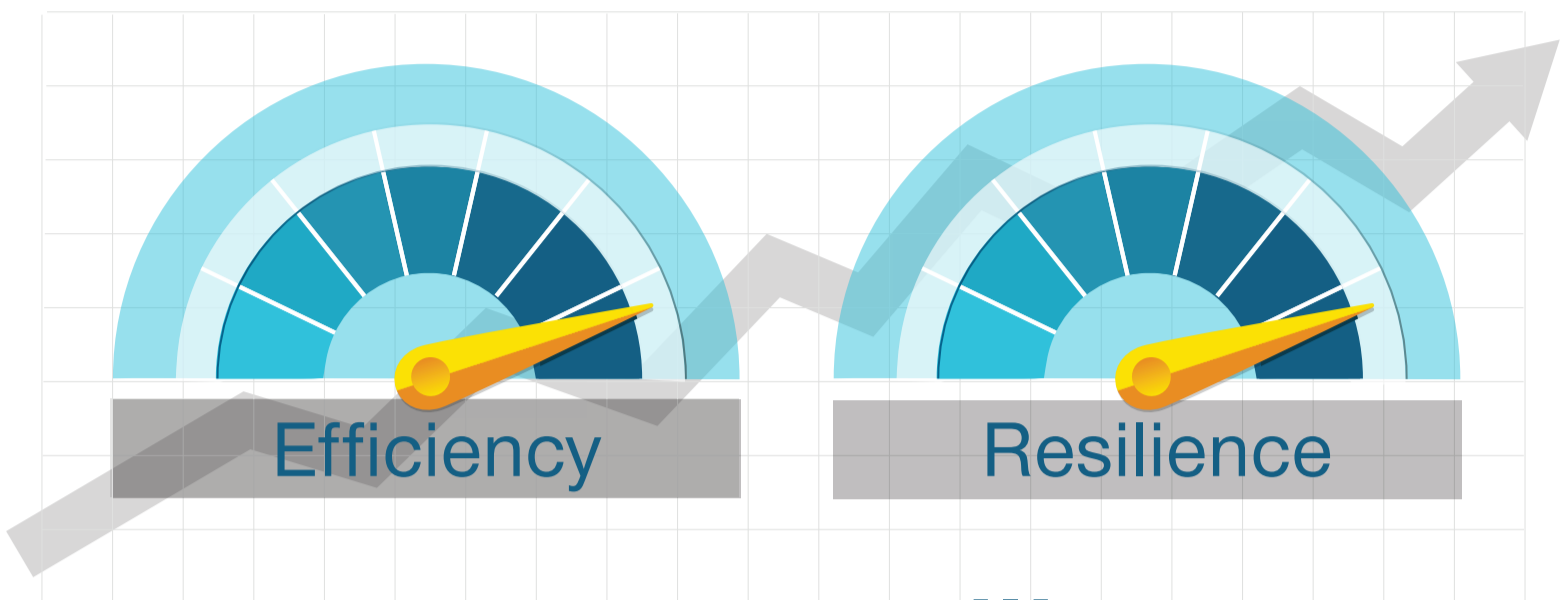


“When your business strategy and management are dynamic and adaptable, you’re better prepared for any situation.”

— 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
800-831-1370

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