



4 WAYS TO SELECTIVELY RECRUIT, RETAIN AND REWARD YOUR TOP EMPLOYEES



Help key employees save more

Qualified plans are a great start in saving for retirement, but they have limits as well as discrimination and coverage testing requirements that cause problems for highly-compensated employees. Bottom line, qualified plans don't allow highly-compensated employees to defer the same percentage of income as other employees. A "non-qualified" deferred comp plan not only allows key employees to set aside more income for retirement, but it also gives the company another way to reward them.



Give key employees more control over the timing of benefit payments (and taxes)

For high earners, their tax rate is an important component in their financial planning. With more control over when they get paid, they can manage taxation timing, save for big moments and be more strategic to meet retirement and other savings goals.



Recruit, reward, retain and help key employees retire

To attract, keep and reward key employees, sometimes you need something more than your competitive benefits package. Having a flexible component with additional retirement savings, can help ensure your top talent remains committed to you – and not the competition.



Imitate employee ownership and transition platforms

Deferred comp plans can be a valuable tool for incentivizing employees and transitioning a business to an insider. Imitating shares (phantom shares) for purchase or an insider transition plan can create an ownership experience without dilution or premature decisions that would affect the business' value.