

Employees are prioritizing their retirement more than ever. But when it comes to planning for their future, they still need help. As a retirement plan advisor, you have the ability to guide employees toward a financially secure future. But is that enough? Dive into our participant research and see what insights you can put into action.

“ I do not have a lot of time to get plans in place for keeping up with my investment strategy without help from my financial advisor. I tend to feel frustrated with not having one-on-one access to retirement coaches on a frequent basis. ”

— Plan participant

Fewer than one-third of employees have a financial advisor, while 65% express frustration in managing their retirement accounts. Are you offering financial planning and advice that's personalized and impactful?



66% of employees are seeking financial advice, which is up 20% from 2017. Workers want access to experts for details about their plans and recommendations on their options.



Four out of five employees want individualized help making plan decisions.

Promote your advice services by offering:

1. Detailed information about their retirement plan
2. Guidance on retirement plan investments
3. Recommendations for savings amount



More than two out of five employees with a retirement plan say they frequently use financial planning tools.

Recognize the unique backgrounds of employees to offer relevant support.

1. Workers in education and health care feel less comfortable managing their plans.
2. Women are far more likely than men to never engage with their plan beyond checking the balance.
3. One in four Gen Z employees say texting is one of the best ways for them to get individualized help.

Deliver timely reminders about online tools that can help answer these questions:

1. How much money will I need in retirement?
2. Am I on track to meet my retirement savings goal?
3. Should I focus on saving more?

Ready to boost plan engagement?

[Connect with a consultant to get more insights.](#)

About the Research: The Standard hired a third-party research firm to conduct a 15-minute survey with 1,250 U.S. employees from Jan. 3 to Jan. 15, 2024. Survey participants were ages 22 – 69 and earned an annual income of at least \$15,000. Participants worked full time for an employer who offers a 401(k) or 403(b) retirement plan and were eligible to enroll in their employers' retirement plan. We conducted similar surveys in 2017 and 2020.



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