

Retirement Solutions

GROW YOUR RETIREMENT BUSINESS WITH PERSHING



Your Business Without Limits™

Pershing®

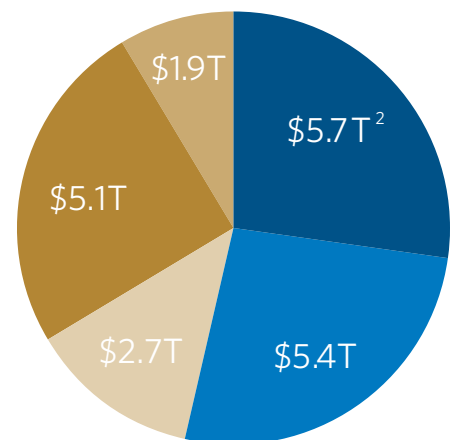


BNY MELLON

Grow Your Retirement Business With Pershing

- Open architecture platform
- Simplified account management
- Unbiased perspective
- Strong heritage
- Broad range of retirement solutions

U.S. Total Retirement Market
\$20.8 Trillion¹



Capture the Trillion-Dollar Opportunity

Now more than ever, retirement is a significant concern for investors—and it should be for your business as well. Those advisors who holistically manage their clients’ needs are better positioned to capture retirement assets that can help them build deeper relationships and gain a greater share of wallet.

Whether you focus on young investors or Baby Boomers, businesses or their owners—or all of these groups—retirement planning can be big business for your business.

- 2013 Q1**
(end-of-period)
- IRAs
 - DC plans
 - Annuities
 - Government plans
 - Private defined benefit plans

Consider that there are currently more than 78 million Baby Boomers either still saving for retirement or transitioning into it.³ Additionally, there are more than 25 million businesses in the United States—the vast majority of which are owner-only or have fewer than 10 employees. These two groups alone offer advisors a tremendous opportunity to capture a share of retirement money in motion. They are no doubt the driving force behind the \$20.8 trillion in U.S. retirement assets, including \$5.7 trillion in Individual Retirement Accounts (IRAs) and \$5.4 trillion in defined contribution (DC) plans, as of first quarter, 2013.¹

¹U.S. Retirement Assets—Investment Company Institute; First Quarter 2013.

²Data are estimated.

³U.S. Census Bureau.

For professional use only. Not for distribution to the public.

Leverage Pershing to Deepen Client Relationships

Retirement assets typically represent the largest concentration of investor wealth. Advisors who make retirement a core part of their offering can gain additional client assets through transfers and rollovers, forge deeper and stronger client relationships, and generate a steady flow of new assets. Pershing LLC (Pershing), a BNY Mellon company, makes it easy for you to incorporate retirement solutions into your existing business model with open architecture, flexible technology and unparalleled support.

Access Pershing's open architecture platform

Working through a single brokerage platform enables you to provide your clients with access to an array of investment options for their retirement assets. Pershing's platform includes:

- More than 20,000 load and no-load mutual funds from more than 600 fund families through FundCenter®
- Nearly 5,000 no-transaction-fee funds from more than 260 respected fund families through FundVest®
- FDIC-insured cash management solutions, including money market mutual funds and more than 140 sweep options
- Access to all available domestic exchange-traded funds (ETFs) and notes
- Access to equities, fixed income products, alternative investments and separately managed accounts

For professional use only. Not for distribution to the public.

PERSHING'S TECHNOLOGY PLATFORM

Through NetX360®, you can access retirement planning calculators and premium, value-added tools like NaviPlan®, Morningstar®, MoneyGuidePro™, The Income for Life Model® and many others. Together, the resources on NetX360 enable you to research and compare investments, stay current with industry regulations, assess client retirement needs and develop comprehensive plans.

Simplify account management

With Pershing, you can consolidate retirement assets onto a single platform to simplify account and investment management. Being able to see—and service—client assets in one place offers many advantages. Along with executing trades and rebalancing portfolios at the touch of a button, consolidated brokerage accounts enable you to aggregate assets and information to keep financial strategies on track.

Consolidation is a critical tool in gathering assets and simplifying management in both retirement and taxable accounts. With Pershing, you can transfer existing assets held for your clients on other platforms—or with other advisors—to offer more holistic advice and more consistent client service so that you can gain a larger share of client assets.

You can house household information and offer consolidated statements and tax reporting as well as more comprehensive and consistent client service. Further, Pershing supports fee- and commission-based pricing, providing convenient access to all client assets and accounts in one place, around the clock.

Reinforce your value

Pershing focuses on your business so you can concentrate on the needs of your clients. We have no retail business to distract us from offering you unbiased access to the investment choices that you and your clients seek. We believe that you know your clients best, so we offer the control and flexibility to select the investments you think will work best for your clients. With Pershing, you reinforce your value rather than ours.

Pershing's retirementpowerplay.com provides complimentary marketing resources, training services, financial calculators and educational planning tools to help you integrate retirement solutions into your business.

Plan for success

Because our business is built exclusively to serve financial institutions and advisors, our success depends entirely on yours. To that end, our consultative approach provides personal attention, access to seasoned professionals and easy-to-execute solutions to help you build a solid foundation to grow your retirement business. Pershing helps you successfully identify, prospect and service new and existing IRA and employer-sponsored plan business.

For professional use only. Not for distribution to the public.

Rely on our strength

Pershing has been a leading global provider of financial business solutions for almost 75 years and serves many of the world's most respected financial organizations. Pershing provides state-of-the-art technology, a highly reliable and scalable infrastructure, and a host of innovative products and services. Pershing is committed to the safekeeping, servicing, segregating and reporting of assets held in custody. Our parent company, BNY Mellon, has been in business for more than 220 years and is the world's leading provider of securities services and a top global manager of assets.

- Pershing has over \$1 trillion in global client assets under custody.⁴
- Pershing is the industry's largest global outsourcing provider, offering clearance in more than 60 markets, order execution in 45 markets and foreign exchange in 50 currencies.
- Pershing has more than 4,000 associates located in 23 offices worldwide.
- Pershing associates hold more than 500 membership positions on approximately 300 industry committees, boards and task forces. We are led by a knowledgeable and experienced team of managers who have an average tenure of 17 years.
- Pershing was named the #1 U.S. Clearing Firm for the past four years by broker-dealer clients according to *Investment News*.

⁴As of June 30, 2013.

A STRONG FOUNDATION



BNY MELLON

Our parent company, BNY Mellon, has \$26.2 trillion in assets under custody and administration and \$1.4 trillion in assets under management.⁴ Recent recognition includes:

- World's Safest U.S. Bank by *Global Finance* magazine for the fourth consecutive year
- World's Best Global Custody Bank by *Global Finance* magazine for the 13th consecutive year
- Top U.S. wealth manager (Barron's 2013)

Manage Retirement Assets Across Client Needs

Pershing provides a suite of retirement products and services to help you meet the diverse needs of your clients. You have access to a full spectrum of products for both individuals and employers, as well as marketing and educational resources, to support the growth of your business.

46% of IRA assets and 61% of DC plan assets were invested in mutual funds as of first quarter, 2013.⁵ Pershing can help you attract a greater share of these rollover assets with our Mutual Fund Only option, which has a lower annual fee than our full-service brokerage IRA. Ideal for clients investing primarily in mutual funds, this innovative account option is available for both Traditional and Roth IRAs as well as SEP and SIMPLE IRAs.⁶

For professional use only. Not for distribution to the public.

IRA RESOURCE CHECKING™

IRA Resource Checking™ offers your eligible clients the flexibility and convenience to write an unlimited number of checks against the cash and money market balances in their Traditional or Roth IRAs.

Investing for retirement

IRAs are a key building block not only for your clients' future retirement success, but also for the future success of your retirement business. Consider that IRAs account for over 27% of all assets held in retirement accounts today.⁵ With Pershing's full breadth of IRA products, you can take advantage of this growing portion of the retirement market. Pershing offers Traditional and Roth IRAs—as well as a Mutual Fund Only option that offers lower annual maintenance fees than our full-service brokerage IRA for your clients who primarily invest in mutual funds.

Pershing also supports less common IRA options—like spousal IRAs for non-working spouses and IRAs for minors with earned income—that can help clients jump-start their spouses' and children's retirement investing, respectively.

Additionally, Pershing lets your clients take full advantage of the stretch, or inherited, IRA strategy for preserving IRA assets. Unlike some custodians, Pershing not only allows a client to name a beneficiary, but also allows the inheritor to name his or her own successor beneficiary. The result is that clients maximize the benefits of the stretch IRA strategy across generations.

Managing retirement assets

Pershing provides the accounts and support that advisors need to successfully capture rollover opportunities—from 401(k)s, other qualified plans, or even IRAs held directly with mutual fund companies or other firms. You can roll client assets from employer-sponsored plans to Traditional IRAs and can transfer Roth accounts into Roth IRAs. Pershing also lets you consolidate client retirement assets into a single account that provides access to Pershing's entire open architecture investment platform. And, if clients are significantly invested in mutual funds, Pershing's Mutual Fund Only IRA option provides a simple, cost-effective rollover solution. Consolidating retirement assets onto a single platform makes it simpler for you to administer and manage client assets.

⁵ U.S. Retirement Assets—Investment Company Institute; First Quarter 2013.

⁶ For which Pershing serves as custodian.

Employer-sponsored plans for businesses

Employer-sponsored plans offer many benefits to businesses, their owners and their employees. In addition, offering these plans can help you grow your business and gain new opportunities. Consider that ongoing contributions may provide a regular revenue stream and plan participants may become individual clients as well. Additionally, business owners may provide referrals to other owners or professionals. Pershing offers employer-sponsored plans that can be customized to meet the needs of small and large businesses. In most cases, these plans are easy to establish and administer.

Small business retirement plans

The **Simplified Employee Pension (SEP IRA)** and **Savings Incentive Match Plan for Employees (SIMPLE IRA)** are inexpensive employer-sponsored plans that help clients who own their own businesses provide retirement benefits without the complex and costly administration and nondiscrimination testing required by 401(k) plans. With 70% of small business owners having no savings for retirement, you have an opportunity to gather assets by offering SEP and SIMPLE IRAs to your clients.⁷ Pershing offers a Mutual Fund Only option for SEP and SIMPLE IRAs with a lower yearly maintenance fee, allowing you to offer a more competitively priced option (if available through your firm).

Individual 401(k) plans offer business owners the advantages of a traditional 401(k) without the complex administrative responsibilities. These plans are growing as Baby Boomers working past retirement age recognize the flexibility of a sole-proprietorship arrangement and choose to continue to save for retirement through this familiar vehicle.⁷

Full-featured retirement plans

401(k) plans are some of the most versatile employer-sponsored plans available—offering flexibility in plan design to employers and enabling employees to maximize their contributions.

Profit sharing plans enable employers to give discretionary contributions in any given year and can be combined with other plan types, like a 401(k).

Money purchase pension plans require employers to allocate a fixed percentage of compensation to employee accounts each year.

Pershing's dedicated client service personnel and experienced professionals can help you use our full range of platform capabilities and investment options.

⁷Cerulli Quantitative Update: Retirement Markets 2010.

For professional use only. Not for distribution to the public.

ADDITIONAL INFORMATION

For more details on Pershing's suite of retirement products and services, please refer to our individual fact sheets.

Additional retirement plan services

403(b)(7) custodial accounts are available for employees of public schools, religious institutions or other eligible 501(c)(3) organizations.

With an **investment only platform**, a single, pooled account is set up for the employer-sponsored plan. Though the assets are not segregated on the platform, they can be invested in any available investment—a third-party administrator maintains the individual participant records.

Self-directed brokerage accounts are an option—in addition to an employer-sponsored plan's core investment menu—that allows individuals to invest part or all of their retirement assets in a brokerage account through which they have access to all the investments available on Pershing's open architecture platform.

Take the next step to build your retirement business

Retirement is critically important to investors—and to the future of your business. Retirement savings represent a significant portion of investor wealth and focusing on the retirement market is a smart way to build client loyalty, capture new assets and gain new opportunities.

Pershing not only offers you a comprehensive suite of retirement products and services for your individual and business clients, but also provides the tools, technology and support you need to successfully build—and maintain—your retirement business:

- Open architecture provides clients with a world of investment opportunities
- State-of-the-art technology simplifies account management
- An unbiased perspective enables you to reinforce your value, not ours
- A strong heritage helps to protect client assets
- A range of retirement solutions meets client needs

© 2013 Pershing LLC. Pershing LLC, member FINRA, NYSE, SIPC, is a subsidiary of The Bank of New York Mellon Corporation (BNY Mellon). Trademarks belong to their respective owners. For professional use only. Not for distribution to the public.

Pershing LLC does not provide tax or legal advice. This brochure is intended to provide general information. Clients should be advised to consult with a legal or tax advisor about their individual situation before implementing any strategies described or establishing and maintaining a retirement account.

To learn more about Pershing's Retirement Solutions, please visit pershing.com or Resources within NetX360 or contact your Pershing Relationship or Account Manager.

Pershing LLC

Pershing, a BNY Mellon company, and its affiliates provide global financial business solutions to advisors, asset managers, broker-dealers, family offices, financial organizations, fund managers and registered investment advisory firms. A financial services market leader located in 23 offices worldwide, we are uniquely positioned to provide advisors and firms global insights into industry trends, regulatory changes and best practices, as well as shifts in investor sentiment and expectations. Pershing provides solutions—including innovative programs and business consulting—that help create a competitive advantage for our clients.

As the New Model Clearing Firm™, Pershing LLC provides a broad suite of financial business solutions so advisors and broker-dealers can drive their business forward in a dynamic industry and regulatory environment. We are the #1 clearing firm in the U.S.* and our clients range from full service, institutional and independent firms to self-directed and bank-affiliated broker-dealers and span the globe. With a keen eye on delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence, our solutions help advisors and firms manage their businesses efficiently and serve their clients effectively. Pershing LLC (member FINRA/NYSE/SIPC) is a BNY Mellon company.

* Ranked by number of broker-dealer clients *InvestmentNews*, August 2013

Pershing®

One Pershing Plaza, Jersey City, NJ 07399
pershing.com

Pershing LLC, member FINRA, NYSE, SIPC