

# Arbor Lodging Management

## The Customer Experience Starts with the Employee Experience

When you're in the hotel business, happy employees are the key to happy customers. That's why Arbor Lodging Management aspires to offer an outstanding culture and benefits that truly make a difference in their employees' lives – especially when it comes to saving for retirement. But offering great retirement benefits to hotel employees is no simple task.



With over 300 employees across 15 properties nationwide, managing the 401(k), staying compliant with the Department of Labor, and engaging employees was extremely challenging. High turnover across 15 locations meant countless hours were spent every month on mundane administrative tasks. All of this work garnered just a 7.3% participation rate. Employees had to fill out a stack of confusing paperwork to enroll, and the plan's financial advisor was seldom available to help employees.

With success hinging on happy employees, the 401(k) needs to be helpful, easy-to-manage, and make the company a trusted financial partner of their employees. That's why Arbor Lodging works with ForUsAll.

ForUsAll Results At-a-Glance			
<b>60%</b>	<b>10x</b>	<b>6.94%</b>	<b>+9</b>
Reduction in employee fees <sup>1</sup>	Increase in employee participation <sup>2</sup>	Average employee deferral rates <sup>3</sup>	New employees onboarded every month <sup>4</sup>

1 Employee fee savings based on Arbor Lodging's (formerly NVN) participant fee disclosure from prior recordkeeper as compared to fees on the ForUsAll platform.

2 Change in participation is the actual Arbor Lodging (formerly NVN) participation rate on the ForUsAll platform as compared to the participation rate on the prior recordkeeper.

3 Average savings rate of Arbor Lodging (formerly NVN) participants as of April 2018.

4 Average across clients on LT Trust recordkeeping platform as of April 2018.

## A Fortune 500-Level 401(k) Without the Hassle

“Implementation was fast and painless. Now, with ForUsAll, we can offer our employees a simple, powerful 401(k) that’s easy to use and makes a real impact on their financial well-being,” says Sheenal Patel, Arbor Lodging Management CEO and Co-Founder.

ForUsAll automatically enrolls, onboards, and educates employees to get them engaged with the 401(k). And, with Spanish language support, its desktop and mobile platform communicates with employees and makes the plan accessible 24/7. ForUsAll also provides 3(16) fiduciary services, synchronizes with payroll, tracks employee eligibility, handles the preparation and signing of the form 5500, and archives important plan documents for easy access in the event of a DoL audit. To reduce employee costs, ForUsAll helped NVN switch recordkeepers and migrated the plan out of expensive actively managed funds in favor of lower cost alternatives.

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*– Sheenal Patel, Arbor Lodging Management CEO and Co-Founder.*

## Increased Savings of \$1.7 Million<sup>5</sup> and Making Employees Feel Loved

Since partnering with ForUsAll, the response to the new 401(k) has been overwhelmingly positive. The executive team loves the outsourced liability, and the HR team loves that the platform saves them countless hours on plan administration, automating once manual processes and validating employee data to help the plan stay compliant. And participants love how much more they’re saving – fees have dropped 60%, which could result in increased employee savings of \$1.7 million over 20 years<sup>6</sup>.

Most notably? The 401(k) is now making a major contribution to employee satisfaction. As one employee put it, “I feel like they’re taking care of us, they love us... so I’m loving this job. I don’t ever want to go.” The improved experience has increased participation tenfold to 73.2%, with employees saving 6.94% on average.

5-6 Potential increased Plan savings balance of 1.6 million is based on participant fee savings of 0.97%, 237 participants, plan contributions of \$2,753 per participant annually and an average yearly rate of return of 3%.

Confidential – for illustrative purposes only – this case study is intended as an example and is not necessarily representative of every client’s experience. This customer impact example was selected to show the effect of ForUsAll’s reduction in fees and expenses. It was not chosen based on investment performance data. Actual fees and expenses or plan cost savings may vary.