



# Workplace Financial Wellness Overview

Help employees reduce financial worries and enhance productivity

# Did You Know?

**58%** of workers surveyed say they experience anxiety, feeling overwhelmed, lost sleep, headaches, insomnia and similar symptoms due to their personal finances.<sup>1</sup>

**49%** of workers surveyed say worrying about personal finances makes them feel less productive at work.<sup>1</sup>

**78%** of surveyed workers say they expect to delay retirement because they can't afford to retire, while **65%** say they want to build up more savings.<sup>1</sup>

Only **17** states require financial education in high schools, leaving most people without a background to build on.<sup>2</sup>

More than half (**56%**) of all workers don't know how much they'll need to save for retirement.<sup>3</sup>



<sup>1</sup>John Hancock Sixth Annual Financial Stress Survey, June 2019

<sup>2</sup>Survey of the States, Council for Economic Education, 2019

<sup>3</sup>Amedeo, K., Make Sure the Retirement Crisis Doesn't Happen to You: Why Boomers Won't Retire. The Balance. New York, NY: Dotdash, Nov. 20, 2019

# Who We Are

Cetera provides financial professionals with the teams, tools, and technology that empowers them to build long-term relationships and offer personalized financial services. We're committed to upholding and building upon a strong legacy of enabling greater access to financial solutions and guidance to meet the needs of American investors and giving back within the communities we serve.

## What We Do

The Cetera Workplace Financial Wellness program is a valuable resource designed to enhance the overall well-being of your employees and your organization. It is designed to complement your Human Resource department's existing wellness measures, or to help you create them.

By working together, we will familiarize ourselves with your company's current programs, goals, and criteria for success to maximize integration of the benefits you currently offer. Our team can help provide strength and stability by equipping employees with a road map for attaining financial wellness, as well as appropriate training and guidance.

More than just financial wellness education, this program provides an end-to-end solution that can help improve your employees' financial well-being now and into the future. After completing the workshops, your employees will have access to technology that can help them define their goals and manage their finances. And they will also have access to a financial professional who can provide guidance designed to help them pursue their goals.

## Why You Should Care

To stay in good physical health, everyone needs regular checkups from caring doctors who understand their individual needs—and staying in good “fiscal” health is no different.

That's why we conduct financial wellness programs for organizations. We're experienced in financial wellness, and our programs educate and motivate employees to help them pursue their financial goals.



# Why Financial Wellness Matters

Workers are looking for help understanding their expected retirement expenses, and their top retirement worries are:<sup>1</sup>



Healthcare Expenses



Social Security and Medicare



Availability of Healthcare



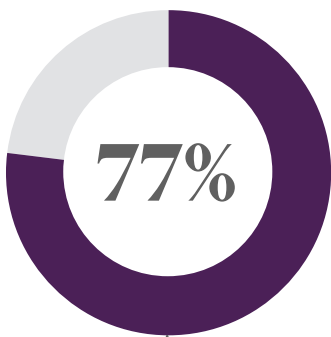
Downturn in the Economy



Inflation

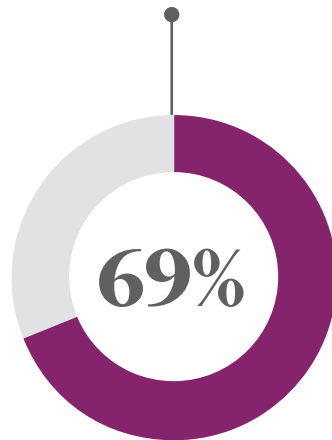
The cost of financial stress on an organization in lost productivity and absenteeism adds up to more than \$1,900 per employee, per year.<sup>1</sup>

Meanwhile, workers with a financial wellness program say:

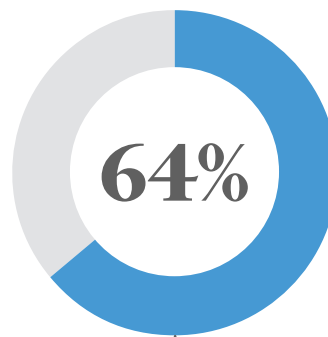


It's important to have

It reduces financial stress

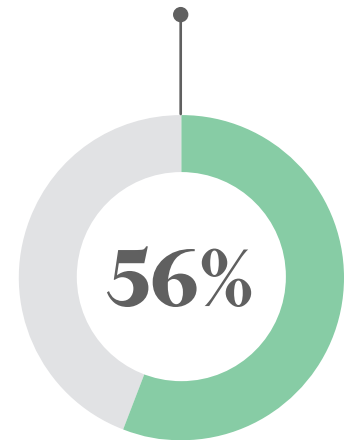


69%



It makes them want to stay with the company

It increases productivity



56%

<sup>1</sup>John Hancock Sixth Annual Financial Stress Survey, June 2019

# A Win-Win For Everyone

## Employers

The Cetera Workplace Financial Wellness program is a valuable resource that helps enhance the overall well-being of your organization by:

- Improving **employee engagement** and **productivity**
- Reducing **absenteeism** and **time spent on personal issues**
- Strengthening **employee retention**
- Affirming commitment to **employee well-being**
- Making it easier for you to **recruit** new employees

## Employees

Participation in the Cetera Workplace Financial Wellness program may benefit individuals and their families in a variety of ways, including:

- Improving **awareness** of their financial situation
- Increasing **self-confidence to change self-defeating** behaviors
- Gaining **greater control** in charting a course to achieving financial goals
- Reducing **stress**
- Access to **financial tools** and a **financial professional**



# Implementation

## 1. Assess

The Cetera Workplace Financial Wellness program is built on an initial assessment based on surveys completed by both the employer and employees. Each employee survey will analyze how stress affects employees; how much of this stress is due to financial reasons; and as a result, how much of that stress is tied to work productivity. It will also allow employees to provide our team with information on which financial topics they feel would be the most beneficial to them.

## 2. Plan

We recognize that, just like our individual clients, each company has varying financial wellness priorities. As mentioned in the assessment phase, our team will work closely with employers to help identify and create a customizable program tailored to those priorities.

### Month 1:

Meet with HR or the employer, conduct employer and employee surveys.

### Month 2:

Select workshops (date, time, location), schedule available office hours, and send informative email notifications to coincide with workshop topics.

### Months 3 – 12:

Deliver the predetermined workshops and activate office hour visits—in person, online, or on the phone.

### Month 13:

Reconvene with HR to measure results and plan for continued education if necessary.

## 3. Engage

Whether your employee is a novice or experienced investor, the Cetera Workplace Financial Wellness program is there to help them invest for tomorrow. Your employees will have access to:

- **Educational workshops** across a variety of topics
- **Personal investment portfolios**
- **One-on-one comprehensive consultations** with a financial professional
- **And much more...**

As discussed in the planning phase, our workshops can be organized in advance and presented on location at varying times, in person or online, to accommodate different shifts and schedules. Combining our workshops with one-on-one consulting reaps the largest benefits for employees participating in the Cetera Workplace Financial Wellness program. Our representatives will help coach individuals by reviewing their financial goals, recognizing where they struggle, identifying first steps and, most importantly, keeping their goals achievable.

## 4. Measure

Continuous evaluations with Human Resources and the employer throughout the Cetera Workplace Financial Wellness program will result in quantifiable results. Employees should be able to redirect concentrations if, and when, their financial wellness account needs rebalancing. Acquiring feedback along the way will allow us to evaluate whether specific topics require further education or not.

# Workshops

## Social Security

- Will Social Security be there for me?
  - How much money can I expect to receive?
  - When should I apply for Social Security?
  - How can I maximize my benefits?
  - Will Social Security be enough to live on in retirement?
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## Healthcare in Retirement

- Long-term care services
  - Advanced directives
  - Paying for healthcare in retirement
  - Health insurance plans
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## Wealth Transfer Planning

- What is a wealth transfer plan?
  - Who should have one?
  - What can a wealth transfer plan help me accomplish?
  - How does a wealth transfer plan work?
  - What elements make up a wealth transfer plan?
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## Saving for College

- How much will college cost me?
  - How much should I save for college?
  - Educational funding options
  - College needs analysis
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## Financial Literacy 101

- Understand the three steps to financial freedom
- How to prepare a budget
- How to cut back on expenses
- How to save more and plan for retirement
- How to set financial goals

## Home Ownership

- Benefits of homeownership
  - Rent versus own
  - Responsibilities of homeowners
  - The first step: getting pre-approved
  - Navigating the process
  - What is credit?
  - What is the difference between good and bad credit?
  - How to avoid bad credit
  - How to improve your credit
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## Understanding Life Insurance

- How much life insurance do I need?
  - What type of life insurance should I buy?
  - Life insurance options/benefits
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## Preparing for Retirement

- How do I want to retire?
- How much money will I need to retire?
- When is the right time to retire?
- Who do I share my retirement income with?
- What are the greatest risks to my retirement?
- How do I invest for retirement?

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“Cetera Financial Group” refers to the network of independent retail firms encompassing, among others, Cetera Advisors LLC, Cetera Advisor Networks LLC, Cetera Investment Services LLC (marketed as Cetera Financial Institutions or Cetera Investors), Cetera Financial Specialists LLC, and First Allied Securities, Inc. All firms are members FINRA / SIPC.

Individuals affiliated with Cetera firms are either Registered Representatives who offer only brokerage services and receive transaction-based compensation (commissions), Investment Adviser Representatives who offer only investment advisory services and receive fees based on assets, or both Registered Representatives and Investment Adviser Representatives, who can offer both types of services.

