Case Study

Construction company finds retirement support for Spanish-speaking workers.

90%

Participation rate for 160 employees

Situation

- Spanish-speaking employees were not participating in the company's retirement plan at a high rate.
- Language interpreters didn't have knowledge of retirement planning concepts and struggled to explain complex topics.
- Spanish language documents were inconsistent with company communications, which made some employees skeptical of the content.

Results

- The enrollment of Spanish-speaking employees is up.
- Online consultation slots for Spanish-language retirement counselors are often fully booked.
- More employees now understand how to use plan features like Roth accounts and employer matching.

Challenge

Blazer Modular Construction was built on values and innovation. Since 1976, this family-run company has grown to a team of 160, constructing schools, offices, businesses, and homes in its 135,000 square foot facility in Aumsville, Oregon.

The company's previous retirement plan was run by a small broker and a reliable third-party administrator. It was a solid plan with high service levels and participants were happy with it. The trouble was participation had plateaued and employees that prefer to receive technical financial advice in Spanish found it difficult to understand their benefits and how to take full advantage of features such as the plan's Roth option.

Blazer needed a retirement plan advisor who could offer one-on-one support and education to assist their Spanish speakers.

Objective

Language is a major barrier for many employees. Rather than risk misunderstanding, many people opt out of investing. For an employer who cares about helping employees build wealth to retire comfortably, it can be painful to see some of the team standing on the sidelines.

Fisher\SMB's multilingual counselors offer support in English and Spanish, plus translation services in other languages. Experienced retirement specialists who are native Spanish speakers can meet with employees in-person or by phone so that no one who's eligible is left out.

Solution

Blazer Modular Construction had a good retirement plan, but over time, Blazer leadership realized they wanted to provide more 401(k) resources to employees whose first language was Spanish.

"We were well taken care of from a plan maintenance and investment standpoint, but we struggled to communicate retirement concepts to our Spanish-speaking employees," Greg Smith, Admin VP, recalls. "Fisher\SMB changed that by offering native Spanish-speaking retirement specialists who could meet our team where they are—literally and linguistically."

Fisher\SMB offers more than translation. As trained retirement specialists, they provide customized education and answer questions in person or over the phone so that no employees walk away confused or reluctant to save for retirement.

Blazer employees also receive educational materials in English and Spanish, each piece branded with the Blazer logo, helping make clear that Blazer is there to support them as they save for retirement. The company also uses auto-enrollment and auto-escalation features to help employees start strong and keep growing.

"I juggle a variety of responsibilities and our 401(k) isn't top of mind every day," says Smith. "With Fisher\SMB, I know it's being handled. That peace of mind is invaluable."

Results

Higher Participation
Employee participation is at an all-time high, especially among Spanish-speaking production workers.

Greater Understanding and Trust
With opportunities to meet with a native Spanish speaker who understands retirement planning, workers feel more connected to their retirement plan.

Peace of Mind
Smith and the whole Blazer Modular Construction team know Fisher\SMB is invested in their success and is committed to helping Blazer run its plan smoothly.

"The fact that our Spanish-speaking employees now request meetings with Fisher\SMB's counselors shows how effective the program is. It's not just about translation—it's about connection."

Greg Smith, VP of Administration
Blazer Modular Construction

Upgrade Your Plan with Fisher\SMB

Fisher\SMB's proactive support helps your employees get on track for a comfortable retirement, and features robust engagement programs, 1:1 meetings, and on-demand assistance for all of their retirement-related questions. Whether your employees are thousandaires or millionaires, our commitment to their success is the same.

Upgrade Your Plan with Fisher\SMB

Contact us today to see how we can offer your company and employees the support you need to make your retirement plan a success for all.

Schedule a Consultation