



# Overall Client Satisfaction Rating 96%

Fisher\SMB

In a client satisfaction survey, 96% of respondents gave Fisher\SMB™ a “Best-in-Class” score for overall satisfaction.

Client feedback is vital to any organization, and it is especially important to Fisher\SMB as it helps uncover how well a company is doing at meeting and exceeding client expectations for 401(k) plan management and employee support. All results are as of 02/19/2025.

- **Easy to do Business with:** 95% of respondents gave us a “Best-in-Class” score.
- **Overall Client Satisfaction:** 96%, higher than the industry benchmark of only 65%.
- **Overall Retirement Industry Knowledge/Expertise:** 97%, higher than industry benchmark of only 72%
- **Support with Managing Fiduciary Responsibility:** 98% of respondents gave us a “Best-in-Class” score.
- **Investment Management Expertise:** 97% of respondents gave us a “Best-in-Class” score.
- **Treats Clients with Importance:** 94% of respondents gave us a “Best-in-Class” score.
- **Would Recommend to Others:** 95%, higher than the industry benchmark of only 62%.
- **Assists with Plan Governance:** 96%, higher than the industry benchmark of only 58%.

% of Satisfaction with Brand Attributes

Attributes	Fisher\SMB	Benchmark
Overall Satisfaction with Fisher\SMB	96%	65%
Is reliable	96%	66%
Expertise to manage fund lineup	95%	67%
Provides attractive investing solutions	91%	59%
Treats me as an important client	94%	63%
Offers a full range of services	94%	62%
Provides good value for the money	88%	57%
Easy to do business with	95%	64%
Has helpful support staff	96%	59%
Would recommend to others	95%	62%
Proactively offers new ideas and solutions	83%	50%
Has an excellent reputation	93%	67%

**Retirement Counselor and Support Team**

	<b>Fisher\SMB</b>	<b>Benchmark</b>
Annual plan review with key stakeholders	<b>94%</b>	<b>58%</b>
Advocating on your behalf with other service providers	<b>97%</b>	<b>92%</b>
Investment management expertise	<b>97%</b>	<b>74%</b>
Assisting with plan governance	<b>97%</b>	<b>63%</b>
Support with managing fiduciary responsibilities	<b>97%</b>	<b>68%</b>
Overall retirement industry knowledge/expertise	<b>97%</b>	<b>72%</b>
Ongoing group and one-on-one educational employee enrollment meetings	<b>95%</b>	<b>61%</b>
Overall Satisfaction with Frequency and Quality of Contact	<b>92%</b>	<b>63%</b>

**Satisfaction with Phone and Virtual Meetings**

Overall satisfaction	<b>95%</b>	<b>60%</b>
Value	<b>92%</b>	<b>58%</b>
Retirement Counselor preparedness	<b>96%</b>	<b>61%</b>
Quality of presentation materials	<b>96%</b>	<b>65%</b>

**Satisfaction with Other Correspondence (phone emails, update)**

Overall satisfaction	<b>94%</b>	<b>60%</b>
Frequency	<b>92%</b>	<b>54%</b>
Value	<b>92%</b>	<b>61%</b>
Retirement Counselor preparedness	<b>96%</b>	<b>63%</b>
Quality of materials / ideas shared	<b>95%</b>	<b>62%</b>
Overall Satisfaction with Support in Managing Plan Success	<b>93%</b>	<b>64%</b>

**Investment Reviews**

Overall satisfaction	<b>94%</b>	<b>62%</b>
Frequency	<b>92%</b>	<b>58%</b>
Quality	<b>94%</b>	<b>62%</b>
Retirement Counselor preparedness	<b>96%</b>	<b>63%</b>

**Plan Fees and Expenses Review**

Frequency	<b>89%</b>	<b>50%</b>
Quality	<b>91%</b>	<b>65%</b>
Value	<b>88%</b>	<b>57%</b>
Overall Satisfaction	<b>91%</b>	<b>58%</b>

## Plan Design Review

	Fisher\SMB	Benchmark
Overall satisfaction	95%	64%
Frequency	93%	54%
Quality	95%	68%
Value	93%	63%
Overall Satisfaction with Fiduciary Support	96%	65%

## Fiduciary Responsibilities and Risks

Overall satisfaction	95%	65%
Frequency	94%	52%
Quality	96%	62%
Value	95%	56%
Relationship manager preparedness	98%	62%
Overall Satisfaction with Support in Managing Participant Success	95%	63%

## Participant Services

Participant help desk	94%	53%
Group education/enrollment meetings	93%	49%
Quarterly newsletters	88%	49%
One-on-one meetings	94%	57%

## Methodology

Fisher\SMB conducted the client satisfaction survey quarterly, in January, April, July and October of 2023 and 2024 and January of 2025. Respondents were asked to rate Fisher\SMB on the attributes shown in the chart above, using a scale of 1 (very dissatisfied, strongly disagree) to 7 (very satisfied, strongly agree). Ratings of 6 or 7 are considered “Best-In-Class.” We invited 2,480 contacts of current clients of Fisher\SMB to participate. A total of 565 contacts (23%) responded. All responses are included in the results. Clients are not compensated to participate in the client satisfaction survey.

A third-party research group, Quest Mindshare, created a benchmark for comparison to the Fisher\SMB results. The benchmark was based on survey responses from plan sponsors, people responsible for managing their company’s 401(k) plan. The benchmark survey was sent to 925 people and was completed by 416 respondents. To be included in the benchmark, respondents had to utilize an independent, third-party retirement plan advisor, have final decision-making authority or influence on decisions made for the plan, and have between \$1-5MM in assets in their retirement plan.

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