



Step by step

It all adds up



SUM180: A New Financial Wellness Solution for Employees

SUM180 | March 2017



Financial wellness helps reduce financial stressors

- Financial concerns are a major stressor
- They are severe enough to lead to absenteeism and lost productivity in 15% of employees
- Addressing financial concerns drives engagement, productivity and success by as much as \$400/employee
- It also breeds greater loyalty and connection and can positively impact as many as 50% of employees
- It delivers on the mission and culture of the organization

What employees want



56% of employees wish the financial resources offered by their company used “friendlier language,” and 36% say they are intimidating to use.

**Friendly,
No jargon**



60% would not want their coworkers to know if they were to participate and 45% would not want their company to know. 49% would prefer a web-based tool.

**Private,
Online**

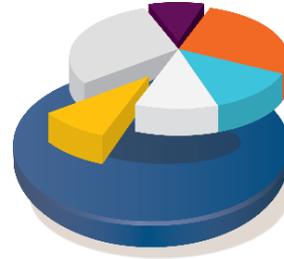


1 in 3 Americans has \$0 saved for retirement, and another 23% has less than \$10,000 saved.

**Enough to
Retire**

SUM180: A new financial wellness solution

- An online financial planning service
- A jargon-free, safe space to make finances more manageable
- Optional access to qualified financial advisers
- A community for engagement, to share and get answers



The employee experience

- Employee gathers their financial data and completes their profile online
- System generates three (3) action items, tailored to the employee's circumstances. Employee tracks progress and updates whenever they are ready.
- Employee takes action:
 - Start on Plan
 - Consult an adviser
 - Join the conversation with our online community



Gather Your Info



Enter Your Info



Get Your Plan



Track Your Progress



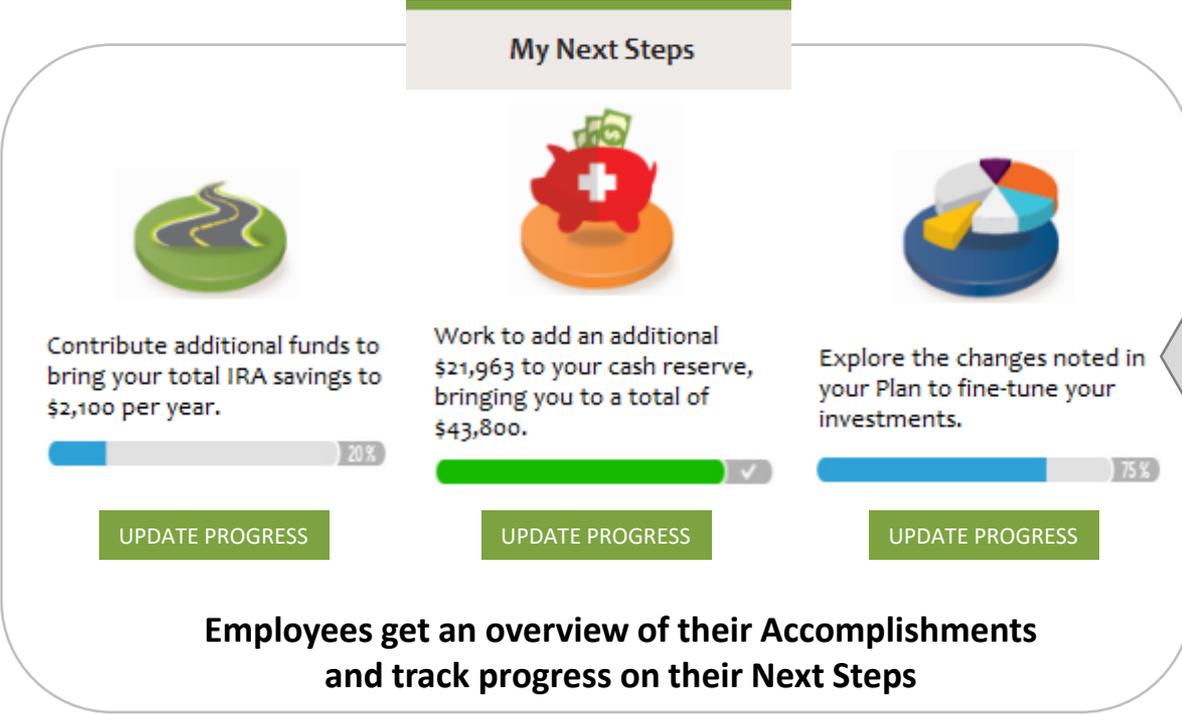
Talk to the Community



Consult an Adviser

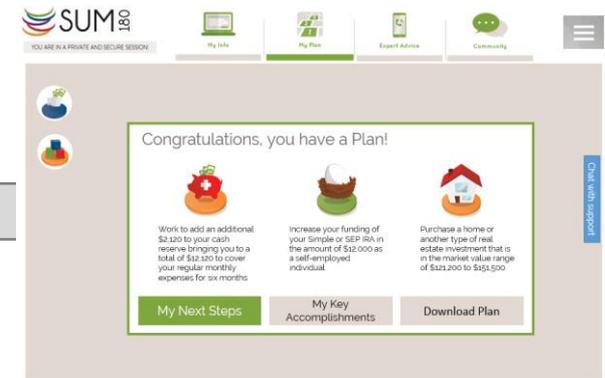
Dashboard allows check in and follow up

My Next Steps



- Contribute additional funds to bring your total IRA savings to \$2,100 per year.**
Progress: 20%
[UPDATE PROGRESS](#)
- Work to add an additional \$21,963 to your cash reserve, bringing you to a total of \$43,800.**
Progress: 20%
[UPDATE PROGRESS](#)
- Explore the changes noted in your Plan to fine-tune your investments.**
Progress: 75%
[UPDATE PROGRESS](#)

Employees get an overview of their Accomplishments and track progress on their Next Steps



SUM180
YOU ARE IN A PRIVATE AND SECURE SESSION

My Info My Plan Expert Advice Community

Congratulations, you have a Plan!

- My Next Steps**
Work to add an additional \$2,100 to your cash reserve bringing you to a total of \$21,963 to cover your regular monthly expenses for six months
- My Key Accomplishments**
Increase your funding of your Simple or SEP IRA in the amount of \$22,000 as a self-employed individual
- Download Plan**
Purchase a home or another type of real estate investment that is in the market value range of \$22,000 to \$22,500

[Chat with support](#)

SUM180 Plans address financial concerns such as:



Saving for retirement (81%*)



What life insurance you need (30%*)



How much to save, build your emergency fund (84%*)

Pay off your credit cards (46%*)



Home and mortgage debt (8%*)



Engagement + small steps = behavioral change



Friends
(Community)

+



Feedback
(Accountability)

+



Fun
(Mastery)

Online community to learn from others & tell your story

September 20, 2016 at 2:18 pm



How can I increase my savings while I need to do both but I almost feel that

Laura Smith

Participant

September 15, 2016 at 10:32 pm



We have a good amount of savings that we currently have in a savings account. It accrues interest but I wonder if there are other options we don't want our savings tied into something we need for an emergency. However, we'd love to see our savings grow. Any great savings options?

Brittanie Pyper

Participant

Grow your savings

This forum contains 40 topics and 41 replies, and was last updated by Carla Dearing - SUM180 CEO 1 week, 4 days ago

Viewing 15 topics - 1 through 15 (of 40 total)

Topic	Voices	Posts
Savings While Paying Down Debt? Started by: Laura Smith	3	3
Best Savings Account for Rapid Growth? Started by: Brittanie Pyper	2	3
Small Savings For Daughter Started by: Laura Smith	2	2
Tips To Grow Our Savings	2	2

SUM180 Plan helps reduce employee stress

- Starts with reviewing employee's financial accomplishments, to help build confidence in ability to control financial circumstances
- Recommendations are 100% individualized and delivered in small batches of three (3) at a time, to avoid overwhelming the employee
- Each action item is tailored to be realistic for the employee's current circumstances, making it easier to accomplish
- Employee can engage in SUM180 online community to share and learn in a more informal setting
- Employee pursues financial advisers only when they are ready
- Employees' decisions about amount and type of 401k investments can now be informed and encouraged with a comprehensive understanding of their financial picture



Feeling Better

Post-plan initial reactions

How did you feel once you read through your Plan?



Partnering with Employers

Employers offer access to their employees



Employer sponsors
SUM180 online
financial planning
service annual
subscription as an
employee benefit



SUM180 hosts
and supports
the service for
an annual fee
per employee



Follow up
advice/
coaching from
SUM180 is
optional and can
be subsidized

Success metrics provided

Reduction in financial worry + Improvement in financial well-being

Stress and financial resiliency measured with before and after survey:

- How often do you worry about being able to meet normal monthly living expenses?
- How confident are you that you could find the money to pay for a financial emergency that costs about \$1,000?
- What is the level of your financial stress today?
- Rate each of the following money worries on a scale of 1 - 5: a) having enough to retire, b) having enough for kids' college, c) buying a home, d) having enough to cover emergencies, e) getting my debt under control, f) paying off my student loans, g) having enough to care for my family

Progress on each of their 3 Next Steps in the Plan, relative to their individual goals such as:

- Saving
- Saving for college
- Debt management
- Building cash reserves
- Leveraging employer retirement plans
- Leveraging individual retirement plans
- Home ownership
- Building a financial portfolio
- Insurance coverage

Financial wellness for your employees should be...



Comprehensive

Taking into account the employee's full financial picture, not just a needs assessment



Personalized

Tailored steps that are right-sized and actionable



Private

Employees want to get oriented and explore in private before talking with an adviser



Arm's length

Details are held on remote servers and employers receive aggregated data

How is SUM180 different?

- Digital + adviser model (hybrid, robo-planner)
- Fiduciary, which, by regulation, puts clients' interests first
- Independent and unbiased, receiving no payments from any recommendations
- NOT education. Actionable, right-sized next steps and engagement to create behavioral change
- Access to financial advisers is optional
- Community provides a unique place where people can talk to each other

SUM180 in the news





Help your employees live better today



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