

Scaling Your Practice: GOING FROM 2 TO 68 PLANS WITH RPAG*



47%
ANNUAL GROWTH

Background:

In 2012, a financial advisor started focusing her practice on corporate retirement plans. Starting with two retirement plan clients, both small businesses with fewer than 50 participants. She had skills and vision to grow, but needed to differentiate.

Challenges:

1. Lack of brand recognition
2. Minimal credibility in comparison to larger firms
3. Limited Capacity and resources to acquire and support new clients – including client education
4. Most prospects struggle to fully understand fiduciary obligations or how to compare plan features

Solution:

RPAG's platform created a backbone for prospecting and servicing, and enabled systematic growth:

1. Professional Plan Reviews & Benchmark Reports

Complimentary fiduciary reviews with RPAG's Plan Scorecard reports made client feel supported and informed with a level of depth and professionalism indicative of a much larger, more sophisticated organization:

- Investment Due Diligence: A clear, quantitative rating of fund performance and fees.
- Fee Benchmarking: Detailed cost comparisons against similar plans, helping her highlight excessive fees or subpar performance.
- Fiduciary Governance Summaries: Visual summaries of fiduciary best practices.

2. Customized Proposal Generator

Side-by-side plan illustrations tailored to each prospect's objectives enabled the advisor to educate and empower committee members, who often felt overwhelmed by technical jargon and distinguished the advisor by simplifying complexity:

- Model plan design improvements.
- Show potential savings from transitioning to more cost-efficient share classes.
- Generate polished proposals with her own branding.

3. Prospecting Tools & Campaigns

RPAG's prospecting database powered a rhythm of monthly campaigns, each highlighting a different area of fiduciary risk. Over time, this consistent outreach positioned the advisor as an expert.

- Identify plans in her geographic area with above-average expenses or poor plan ratings.
- Launch targeted email campaigns featuring her value proposition and a call-to-action for a complimentary fiduciary review.

4. Ongoing Client Service & Reporting

After winning new business, ongoing communication reinforced her credibility and generated referrals. Satisfied committees commonly facilitated referrals that drove additional growth.

RPAG's reporting suite to deliver:

- Quarterly monitoring reports.
- Investment scorecards to document compliance with IPS guidelines.
- Plan health reports showing participant outcomes over time.

Results:

Expanded from 2 retirement plans to over 68 plans in 9 years:

- More than \$200 million in assets under management
- A diverse client base of professional services firms, manufacturers, and non-profits.
- A sustainable practice supported by referral growth and recurring revenue.

Key Takeaways

Small advisory firms can punch above their weight by leveraging RPAG:

- Differentiate quickly with professional reports and proposals.
- Automate prospecting and scale outreach.
- Strengthen client relationships with consistent, high-quality reporting.
- Position yourself as a fiduciary expert, not just an investment advisor.

*This case study is provided for illustrative and informational purposes only. The results described reflect the experience of a specific advisor or firm and are not representative of the experience of all advisors or firms. Results and outcomes will vary based on individual circumstances, advisor practices, and other factors, and are not guaranteed.

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