

BIG PROBLEM:  
**LOW 401(K) PARTICIPATION NUMBERS**

BIG THINKING:  
**IMPLEMENT AUTOMATIC ENROLLMENT TO BOOST  
ENROLLMENT BY OVER 20%**



## Retirement Solutions Case Study

Kyle Zeller joined Schneider Downs in 2000 and is the primary relationship manager for retirement plans. He provides on-site investment advice, education, and service to his clients, with a focus on explaining the importance of retirement planning and asset allocation investment strategies.

One of Kyle's clients was struggling with consistently low participation in their 401(k) plan and annual plan testing fails which were resulting in refund checks to highly compensated employees. At the end of 2019, the company's participation rate was at 54%. The owner had a goal of 75-80% participation rate, so Kyle and his team reviewed the annual participant metrics with the plan sponsor and recommended implementing automatic enrollment for employees.

"After automatic enrollment was implemented, over 200 employees were added to the plan in 2020 and the owner had reached his goal with a 78% participation rate," Zeller said. "Plus, these employees will begin to build net worth and the testing results will improve in the future."

### About Schneider Downs

Schneider Downs provides Big Thinking and Personal Focus in delivering a variety of services for large and small businesses, both publicly and privately held, as well as nonprofit organizations, government entities and more. Through our commitment to thought leadership and knowledge management, we deliver the solutions our clients need with a personal commitment to service.

Contact: [kzeller@schneiderdowns.com](mailto:kzeller@schneiderdowns.com). To learn more about Schneider Downs Retirement Solutions visit [www.sdwealthmanagement.com](http://www.sdwealthmanagement.com).