With financial stress on the rise, more and more of your clients are looking to you to provide a new playbook to help their employees take control of their finances and clear a path to retirement readiness.

We can help.
Team up with MassMutual and let our next-gen platform of financial guidance tools and support help you take the field and win, including:

- **Practice management insights and tools** that can help deepen client relationships, provide a stronger partnership with employers, open new doors of opportunity, and help grow your business.

- **Plan sponsor resources** that strengthen and improve plan participation and drive outcomes.

- **Participant touchpoints** that provide actionable next steps toward financial wellness. For what’s now and what’s next.

FOR FINANCIAL PROFESSIONAL USE ONLY.

84% of Employers
Said financial wellness benefits are important to their business, yet 4 out 5 don’t follow best practices.*


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Propel your practice forward

A focus on the bottom line. Show your clients that retirement readiness isn’t just an employee challenge, it’s an organizational one too. Viability, MassMutual’s proprietary retirement plan analytics tool, can help you quantify the bottom-line cost to a business when employees are not prepared financially to retire on time.

Plan solutions for an increasingly diverse workforce. Count on us to provide innovative plan options, including flexible plan features and open architecture investment choices, to meet your clients’ unique employee demographic and financial wellness needs.

Ahead-of-the-curve insights. Reinforce your standing as quarterback for your clients’ retirement plan needs with fresh planning ideas, practice management tools, and thought leadership to propel your practice forward.

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Win and retain more business. Tap into AdvisorAdvantage+, MassMutual’s practice management program for fresh ideas to broaden your opportunities, communicate your value, and catapult your practice forward.

Broaden your reach. Access Planisphere, our innovative prospecting tool that puts information from 1.5 million qualified plans from across the country at your fingertips so you can search and filter prospects by zip code, plan size and other metrics allowing you to easily find potential opportunities.

Stay ahead of the curve. Look to us to provide future-forward whitepapers, webisodes, and blogs and articles that are timely and relevant to your clients’ needs and concerns.

Access Advisor Advantage and other tools and resources at massmutualatwork.com

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Boost participant engagement with game-changing tools.

A leading-edge online financial guidance tool. MapMyFinances generates a financial wellness score, along with a step-by-step action plan for building financial security. For what’s now and what’s next.

Participant education solutions that inspire action. Our comprehensive participant education solutions are timely, compelling, and relevant to your clients’ needs.

Ongoing communications to boost engagement. This includes tools, worksheets, articles, and other participant touchpoints that can engage and encourage participants to take control of their finances.
In an environment where differentiation is critical to your success, we can help you build your bench strength for with financial wellness.

For more than 165 years, MassMutual has been a provider of innovative wellness solutions. This includes a comprehensive platform of retirement plan solutions and advisor tools designed to help you cut through the noise, open doors, and help grow your practice — so that everyone wins.

Ready to take the next step? Contact me or our MassMutual Retirement Sales Desk at 1-800-874-2502, option 4.