

# The Purpose-Driven Retirement Plan Practice



PHD Retirement Consultants is a retirement plan firm specializing in building healthy plans designed to produce healthy outcomes. Fueling this focus is a team of professionals who are passionate about serving others and helping people secure a better retirement. PHD accomplishes its purpose by bridging the hopes and dreams of hard-working Americans with the real world application of effective retirement plans.

## PURPOSE DRIVEN

Prior to starting PHD, Troy Redstone worked for more than a dozen years in the retirement plan industry, learning the business from multiple angles. He worked in the jumbo market with plans over \$1B in assets and in the micro market with plans under \$1M in assets. He also served in the "Pension Model" focused on the Board Room exclusively and in the "Insurance Model" focused on the Break Room exclusively. Prior to starting PHD, he was a partner with the largest independent consulting firm in the world and the Director of Retirement Plans for a small insurance broker. Prior to entering the retirement plan arena, Troy served a dozen years in ministry on the college campus as well as in the local church. The ministry opportunities turned from

vocational to volunteer as he redirected his desire to serve others. In some ways, the more things change the more they stay the same. He still helps people prepare for their future while living healthy lives today.

## INTEGRITY, TRUST, EXCELLENCE

The cornerstone of PHD is a perspective that there's a better way to build retirement plans. This better way features integrity as a hallmark of service, with complete transparency and disclosure, on a fee-only basis, devoid of hidden commissions. This fee mechanism provides the client an objective

*Helping people prepare for their future while living healthy lives today.*

basis for evaluating PHD's consulting motivations and removes the very natural tendency to wonder whether consulting advice best serves the client or the consultant.

Designing and building healthy retirement plans is service intensive and maintaining those plans with adequate fiduciary oversight is of paramount importance. Under ERISA, and

subsequent regulations in the securities industry, the law requires that financial professionals always do what's best for their client, avoiding conflicts of interest. The retirement plan industry misses this mark when it also attempts to "broker" transactions and "market" ancillary products. At PHD, the trustworthy singular focus is designing and building healthy retirement plans through the ongoing service relationship provided by an independent consultant.

Furthermore, this perspective paves the way to develop trust-based relationships and works best with business leaders who deeply value their employees and facilitating the greatest financial benefit for their employees. Completing PHD's definitive approach is a belief that every detail should be executed with excellence ... retirement dollars deserve, and ERISA requires, nothing less!

## LONG-TERM SUCCESS

In retirement plan design one of the most significant keys to success is helping employees maintain a long-term perspective in a short-term world. In fact, it is now considered common knowledge that small financial decisions today

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can have massive impact upon retirement. Nevertheless, the constant challenge for employees is keeping focused on the future while fighting that cosmic gravitational pull to concentrate only on the present.

PHD■'s approach considers that most people make the wiser investment decision when healthy retirement investment alternatives are well-presented and individual support is readily available. While present circumstances can appear more tangible than a distant future that's harder to visualize, PHD■ believes the successful consultant utilizes the tools of Behavioral Finance to purposefully turn the behavioral challenges into behavioral solutions that actually help people retire better.

### KEEPING IT SIMPLE

The retirement plan industry best serves its clients by keeping things clear and simple. PHD■ believes that an employee's "Retirement Readiness" is more directly impacted by simple choices than complicated investment allocations. Too many advisors have complicated the process with elongated explanations of dollar-

cost-averaging and sharp ratios and unnecessary data. The 401(k) enrollment meeting and subsequent retirement education meeting are not opportunities for an advisor to impress employees with their financial prowess. Rather, the chief objective of such meetings should be to help every employee identify with their role as the CSO ("Chief Savings Officer")

of their future.

After all, the investments in a retirement plan are seldom the differentiator. The investments

in most retirement plans are pulled from the same pool of moderate funds that generally avoid risky outliers that could be



*Works best with business leaders who deeply value their employees*

inappropriate for an audience of varying levels of investment sophistication. Accordingly, the real value offered by PHD■ as an independent consultant is in simple easy-to-understand plan design and communication. PHD■ believes this focus will have the greatest impact upon plan participation ... and retirement success!

### OUR WHY

In the final analysis, we navigate investment strategies and regulatory compliance concerns so that your employees will have enough money to retire on time. We strive to make it easier for employers and to keep it simple for employees. We believe that what PHD■ does is unique – building healthy retirement plans that produce healthy outcomes. But the real differentiator is our why, our purpose-driven conviction to serve others and help Americans retire better. ◆

For questions or information regarding this material, please contact us directly:

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PHD■ ("Plan Health Design") is an independent consulting firm specializing in group retirement plans. Investment advice is offered through Boulder Wealth Management, LLC, a Registered Investment Advisor. Periodically securities are offered within the retirement plans through LPL Financial, member FINRA/SIPC. PHD Consulting LLC, Boulder Wealth Management, and LPL Financial are separate entities.