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9/30 — Mail Summary Annual Report (SAR) to participants or if Form 5558 was filed for extending Form 5500 filing date then mail by 12/15.

10/1 — First date by which an employer should provide a notice to participants regarding automatic enrollment.²

10/15 — If an extension of time was requested using Form 5558, file Form 5500 with copy of previously filed Form 5558.

FEEDBACK

Our main goal is to provide you with the information you need. Please send your feedback and suggestions to [SponsorConnect](#).

At Transamerica Retirement Services,¹ we understand that "Information is power." That's why our September issue of Sponsor E-News focuses on helping you access the information you need to manage your plan more easily, efficiently and accurately.

This month we launched our sixth annual client satisfaction survey. For those of you who have participated in the survey over the past five years, we want to thank you for your invaluable feedback. For those of you who may not be aware of the annual client satisfaction survey, we would like to take this opportunity to inform you about this critically important initiative.

Learn about our newest online feature, Web Chat, and how you and your participants can get fast answers to questions about your plan via our Web site. With Web Chat you get the information you need, right when you need it.

Because Transamerica understands that well-informed participants feel more empowered, we've recently added a suite of tools to support our award-winning RECOVER Plan. This unique Transamerica program is designed to help participants maintain control of their retirement savings plan. Find out how the RECOVER Plan can help keep your plan's participants on the right track.

You and your participants may be interested in learning more about the information highlighted in this month's "Market Insight." This month we offer you market commentary and an informative article that illustrates the strength of diversification in any market.

Finally, whether you're interested in offering opportunities to highly compensated employees, or you're concerned about passing nondiscrimination testing or satisfying top-heavy minimum contributions, read on to find out more about the benefits of a Safe Harbor plan.



Compliments of
Sponsor Connect
(866) 498-4557

Transamerica Launches Sixth Annual Client Satisfaction Survey

We are proud to announce that earlier this month, Transamerica Retirement Services launched our sixth annual client satisfaction survey. This annual survey enables us to better serve your retirement plan needs and helps ensure that we continue to provide you with the best services possible. We place great importance on client feedback, and we use that feedback to improve the services that we provide to you. That's why we have retained Chatham Partners, LLC,³ a leading market research firm, to conduct this annual survey.



Over the next few weeks Chatham Partners will reach out to more than 1,200 randomly selected Transamerica clients to ask for their input on a variety of topics, ranging from overall satisfaction with Transamerica to feedback on our specific products and services. At the end of October, Chatham Partners will close the active survey portion of the project and will begin their analysis of the data. Once their analysis is complete, they will provide Transamerica with detailed survey results, including our strengths, weaknesses, development opportunities, specific recommendations, and targeted action items. The survey results are typically presented to Transamerica late in December so that we can begin implementing improvements in the new year.

Using the feedback that we have received from our clients over the past six years, we have initiated product and service improvements, resulting in impressive gains in our clients' satisfaction. In fact, when you compare clients' overall satisfaction with Transamerica in 2004 to 2008, you'll see an impressive 18% increase in clients' overall satisfaction with Transamerica.

The results of the 2008 client satisfaction survey were outstanding. We believe these results reflected both the significant satisfaction of Transamerica's plan sponsors and Transamerica's strong commitment to our clients. Highlights of the client ratings from the 2008 survey include:

- *Best in Class* ratings in nine separate survey attributes
- *Best in Class* accolades for ease of the enrollment process from our clients with a Client Relationship Manager
- Best performer for fees when compared to all providers in Chatham Partners' 2008 proprietary, small market Defined Contribution benchmark
- Transamerica demonstrated strengths in providing essential services
- Transamerica exceeded Chatham Partners' 2008 proprietary benchmark for small market Defined Contribution providers in 76 of the 77 individual attributes measured

To quote Peter Starr, president of Chatham Partners, "Transamerica has an extensive track record of superior customer service which is consistently reflected in Chatham Partners' annual client satisfaction analysis. As an established customer service leader, it comes as no surprise that Transamerica's client loyalty ranks among the very best in the industry."

Our clients' continued satisfaction demonstrates that your input enables us to make a difference. As a direct outcome of client feedback, we have launched a number of key customer service initiatives, including:

- Participant statement and sponsor report redesign
- Significant enhancements to "Retirement: A journey made simple," our highly-regarded participant enrollment workbook
- Online Web tutorials designed to increase your understanding of the administrative tools available to you on www.TA-Retirement.com
- Self-service user ID and password re-setting procedures for participants
- The RECOVER Plan for participants — a unique workshop designed to assist participants in understanding current market conditions and in keeping their retirement savings on course
- Quarterly financial and economic updates for sponsors, including general market information, investment choice comparisons, and Investment Scorecards to help you monitor investment line-ups and market performance

- Additional Web site functionality, including the ability to submit contact changes for immediate updating, in addition to displaying distribution and loan status online
- A new and significantly upgraded Annual Retirement Plan Review document with competitive assessments by attribute

Year after year, our clients have taken the time to provide us with their valuable feedback and we appreciate it. By enabling us to continuously refine and enhance our services, we have been able to make significant improvements to better meet your needs.

As we embark on the 2009 Annual Client Satisfaction Survey, we want to personally thank those of you who have participated in prior surveys, and to thank in advance those of you who will be participating in the 2009 survey. Your feedback helps us provide you with even better service.

INFORMATION

Get Live, Real-Time Answers Online with Web Chat

Live Web Chat, the newest convenience offered by Transamerica on our Web site, can improve your access to information. The new live Web Chat feature allows you and your participants fast answers online in real time. This feature is available to you and your participants Monday through Friday.

To access this new feature, log on to www.TA-Retirement.com and simply click the "Live Help" section whenever you or your participants would like help. Just type your questions and you'll receive your answers quickly via the Chat window. It's that easy.



Benefits of Web Chat Include:

- An opportunity for you and your participants to receive immediate replies to your inquiries while logged on to www.TA-Retirement.com
- Instant navigation assistance via the Web rather than by phone
- Access to tools and tips that make it easier to manage your plan and your participants to manage their accounts efficiently

Web Chat is our newest innovation aimed at improving our Web functionality and saving you and your participants time. It's just one more way that we can partner with you to provide even easier solutions. We always appreciate your ideas and suggestions on how we can serve you better.

INFORMATION

Give Participants the Power of the Award-Winning RECOVER Plan

Earlier this year, Transamerica Retirement Services launched the RECOVER Plan for participants. This award-winning program is designed to help your employees better understand the impact of economic conditions, and maintain control of their retirement savings strategy. The RECOVER Plan helps your employees stay focused on their long-term retirement goals, regardless of the market's performance.



The RECOVER Plan by Transamerica has been recognized with numerous awards, including top honors with a Gold Award from the Profit Sharing/401k Council of America, a Platinum Hermes Creative Award, and an Award of Excellence from APEX (the Awards for Publications Excellence).⁴

To support this award-winning program, we've recently added a suite of tools you can use with your employees. Among these tools are emails that can be sent directly from your email box to your employees, or via email attachment in a PDF format. These emails can:

- Encourage your employees to access the RECOVER Plan online
- Remind and motivate your employees to review the RECOVER Plan
- Survey participants to gain their feedback on the RECOVER Plan

In addition to the emails, we've also developed the "RECOVER Plan Made Simple" presentation to provide a step-by-step overview of the RECOVER Plan. This presentation is the latest addition to our award-winning Made Simple Series of educational seminars.

Simply log in to your account at www.TA-Retirement.com to access the RECOVER Plan and supporting materials. For your convenience, all RECOVER Plan materials are available in both English and Spanish.

INFORMATION

Monthly Market Insight

The chief market analyst for Evergreen Investments, John K. Lynch, provides his [commentary on the markets](#) as of September 4. He notes that the S&P 500 Index rose for the sixth consecutive month, but he cautions that equity markets may remain volatile until prospects improve for housing, employment, personal consumption and business investment.



Fortunately, diversification has the potential to reduce overall portfolio volatility, as Legg Mason explains in [Diversification: A Prudent Strategy In Any Market](#). In this analysis, Legg Mason looks at the performance over 20 years of U.S. stocks, international stocks, and bonds. In each of the past 20 years, a portfolio invested in a blend of all three investment classes (65% U.S. stocks, 20% international stocks, and 15% bonds) outperformed the "worst-case scenario" (a portfolio that invested in only the worst-performing investment class, which from year to year varied between U.S. stocks, international stocks, or bonds).

We hope that you will share these analyses with your plan's participants.

LEGISLATIVE/COMPLIANCE

Is a Safe Harbor Plan the Right Fit?

Are you aware of the advantages of having a Safe Harbor plan design? A Safe Harbor plan can:

- Eliminate the Average Deferral Percentage (ADP) and Average Contribution Percentage (ACP) 401(k) nondiscrimination tests
- Permit highly compensated employees (HCEs) to defer up to the maximum amount permissible
- Allow Safe Harbor contributions to be used to satisfy the required top-heavy contributions (in some cases)

While there are advantages to having a Safe Harbor plan design, there can also be additional costs to maintain a Safe Harbor plan. While you eliminate the need for ADP/ACP tests, Safe Harbor plans must match employee contributions or make profit sharing contributions with a specified formula, and those contributions must



be 100% vested immediately.

Not all companies are good candidates for a Safe Harbor plan. Read more about the types of 401(k) plans that are ideal for a Safe Harbor plan in this [brochure](#).

As a reminder, if you are currently sponsoring a Safe Harbor plan, participant notices must be distributed between 30 and 90 days before the start of the plan year. For calendar-year plans, this "notice" period begins October 1 and ends December 1.

If you are interested in amending your plan to become Safe Harbor for 2010, please contact us at (866) 498-4557. If your plan is a calendar-year plan, the deadline for implementing a Safe Harbor plan is November 30th.

Endnotes

¹ Transamerica Retirement Services ("Transamerica"), a marketing unit of Transamerica Financial Life Insurance Company ("TFLIC"), 4 Manhattanville Road, Purchase, New York 10577, and Transamerica Life Insurance Company ("TLIC"), 4333 Edgewood Road NE, Cedar Rapids, Iowa 52499, and other TFLIC and TLIC affiliates, specializes in the promotion of retirement plan products and services. TFLIC is not authorized and does not do business in the following jurisdictions: Guam, Puerto Rico, and the U.S. Virgin Islands. TLIC is not authorized in New York and does not do business in New York.

² Applies to plans with an Eligible Automatic Contribution Arrangement (EACA) and where the plan year coincides with the calendar year.

³ Chatham Partners' 2008 Client Satisfaction Analysis Survey, December 2008. Chatham Partners, LLC is an independent, third party research firm. Questions were asked of 717 Transamerica Retirement Services' clients. Quantitative questions were rated on a 7-point scale with "6" and "7" representing the highest levels of satisfaction. A "Best in Class" rating was received when over 85 percent of the respondents selected a "6" or "7" for a specific area. Transamerica received a total of 9 "Best in Class" rankings in Chatham's 2008 analysis.

⁴ Transamerica Retirement Services' communication materials have received awards from various organizations, including the Gold Award in the Generic Participant Education Campaign Category from the Profit Sharing/401k Council of America in 2009; the Awards for Publications Excellence (APEX) in 2007-2009; DALBAR, Inc. in 2005-2009; Hermes Creative Award in 2007-2009; MarCom Awards in 2007-2008; Communicator Awards 2005-2008; and the Insurance and Financial Communicators Association ("IFCA") in 2008. For more information please refer to the Web site www.TA-Retirement.com.

