



Media FAQs

Who is Retirement Investor best for?

Retirement Investor is best for the growing number of do-it-yourself investors who want to build and manage their own portfolios instead of hiring someone else to invest for them. It's for those who want to go it alone but with the confidence of having guidance that's backed by many years of financial experience.

How does Retirement Investor work?

We help our members in just four easy steps. First, we help you figure out what type of investor you are based on your risk profile. Second, you choose one of five model portfolios to follow that best meets your tolerance for risk, then enter the value of your retirement account and see how you should allocate your money within your chosen portfolio. Third, we show you how to buy low-cost index funds using your existing brokerage account; there's no need to open an account with us. Fourth, we keep you informed with a monthly video newsletter and notices on when you need to update your portfolio.

How do investors save money with Retirement Investor?

Two ways. First, many investors (and their financial advisor) buy mutual funds. According to Morningstar research, the average cost of a mutual fund is 1.3 percent a year. That means an investor with an account worth \$100,000 can be paying \$1,300 a year in fees. Retirement Investor can show you how to buy low-cost exchange-traded funds (ETFs) that can cost less than one-tenth of 1 percent, so that \$100,000 investor could reduce his or her annual investment fees from \$1,300 to \$100, saving over \$1,200 every year. Second, by using our service an investor can avoid having to pay an investment advisor to manage his or her portfolio, which typically cost 1 percent annually (another \$1,000), whereas our annual membership fee is only \$199. So altogether, a \$100,000 investor can save nearly \$2,000 a year, which becomes quite substantial over time.



Many people wonder what to do with their employer-sponsored retirement plans like 401(k)s after leaving their jobs. Why use Retirement Investor?

Some plans allow investors to keep their plans with their previous employers and some don't. In either case, after leaving your job, you have a great opportunity to explore all your investment options and make decisions that can lower the cost of your investments and allow more of your money to work for you. Retirement Investor helps you do both in an easy-to-follow process that takes into consideration your own unique investor risk profile.

It seems that one fund company or another is always touting its performance as "beating the market." Suppose people just pick funds from those companies? Won't they do better than with ETFs?

Unfortunately, research shows that up to 85 percent of actively managed mutual funds fail to outperform broad-market indexes. Many of today's winners inevitably become tomorrow's losers. It's usually best to avoid a cherry-picking strategy and instead invest more broadly in the market. Consider that over the last 20 years, the average stock fund investor's return was 5.02 percent annually, while the S&P 500 Index was 9.22 percent. That's the beauty of ETFs – with ETFs, you own the market so the market works for you.

If this is so simple, why don't more people buy ETFs?

Actually, more people are buying ETFs. Over the past decade, demand for ETFs has grown markedly as investors increasingly turn to them as investment options. Today, there is over \$2 trillion in ETFs, compared to \$40 million only 20 years ago. In today's world, people are bombarded with financial news – talking heads shouting out stock picks on television, newspaper columns and websites touting the next hot investments – you name it. ETFs are a great way to diversify, but there are so many options out there. Retirement Investor does extensive research on the ETFs within their portfolios, looking at factors such as cost, historical performance, the fund's holdings, how long the fund has been around, the quality of the fund company managing the ETF and more. This allows our members to invest on their own with confidence and saves them time and money.



Why is Retirement Investor better than other alternatives?

Whether it's a human financial advisor or an online "robo-advisor," they both have the same goal. They want you to turn your money over to them because they want to manage your account for a fee. Retirement Investor uses a model that allows investors more freedom and control of their money. It's less hassle because there are no accounts to transfer or paperwork involved. It costs less because there are no advisor fees. And, it's a better overall experience for the do-it-yourself investor, who can have the confidence of knowing the portfolio he or she builds has been vetted by professionals with more than 50 years of financial experience. Our members also become better educated with the many educational resources Retirement Investor provides.

Why was Retirement Investor started?

Research shows that for every person who hires a financial advisor there are three people choosing to invest on their own, and that number is growing. We have more than 50 years of investment-industry experience building asset-allocation portfolios. We created Retirement Investor to empower do-it-yourself investors with the knowledge to better manage their own retirement accounts with less effort while saving them time and money.

For more information, visit <https://www.retirementinvestor.com>.