



EGUIDE

# The Benefits of Benefits to Financial Services SMBs:

## Access to Big-Company Benefits is Key to Attracting Talent

trinet<sup>™</sup>



**“Workers don’t want to work 14-hour days, they want flexibility. To overcome the talent war, financial institutions need to modernize to attract and retain their workforce.”**

**Ziad Kubursi**

Head of Financial, Executive and Transactional Liability at The Hartford<sup>3</sup>

## Administering employee benefits is hard work and a big investment—especially if you’re not a large company with a big HR department.

Since you’re putting in all that effort, it’s worth asking: Are you getting the benefits you need out of your benefits?

If you position them correctly, your benefits can not only benefit your employees, but they can also propel your business’s success.

With an 18.6 percent turnover rate, the Banking & Finance industry has one of the highest among all industries.<sup>1</sup> So it’s little wonder why attracting talent is the top strategic priority for registered investment advisors, as the industry will need to hire “more than 70,000 new staff over the next five years without accounting for attrition, retirements or new firms.”<sup>2</sup>



1. <https://gethppy.com/employee-turnover/the-millennial-turnover-problem-in-the-financial-services-industry>

2. RIAs prioritize hiring as organic growth hits five-year high, Schwab study finds | Capital Group

3. <https://www.thehartford.com/insights/home-workplace-safety/financial-services-trends>

## ATTRACT TALENT

Competition for talent is fierce. Having an attractive benefits package can keep you in the race to win star talent—even when you are up against big companies who have access to more attractive salaries and benefit packages.

Here's why. Today's employees expect a menu of traditional and nontraditional benefits. This is not a surprise when even coffee chains and big box stores offer benefit packages.

### **Leverage your benefits package to your advantage during your recruitment process:**

- **Build an attractive benefits package**  
Assess what your ideal candidates will look for in a benefits package. Do your benefits reflect those values? If not, consider what you need to do beyond pay to be more competitive.
  - Flexible work arrangements
  - Phased retirement programs
  - Paid sabbaticals
  - Wellness programs
  - Training, education and mentoring programs
  - Paid time off
- **Promote your benefits**  
A lot of businesses invest in their benefits package, but they don't do a good job of communicating its features to candidates. Decide how you can position your benefits during the recruitment process.

57%

**OF JOBSEEKERS SAY THAT BENEFITS ARE THEIR TOP PRIORITY IN A JOB.<sup>4</sup>**



**At TriNet, we offer a Benefits Guide to help our customers position their benefits to attract talent.**

The Benefits Guide is a tool our customers can provide to current and prospective employees. It gives a professional and easy-to-understand overview of the company's TriNet-sponsored benefit offerings—including plan availability and rates based on ZIP code and eligibility.

4. [How Americans View Their Jobs | Pew Research Center](#), Accessed October 2023.



**“TriNet has always been great and responsive by answering the day-to-day questions and things that are needed. We’re very happy,”**

**Mayer Dallal**  
Managing Director, MBANC<sup>5</sup>

**At TriNet, we launched a benefits decision support tool, powered by Healthee, to help enable employees to make informed benefit decisions during enrollment.**

This resource helps employees understand benefit options and helps identify a set of plans that are the best fit based on the employee’s needs and personal preference.

## RETAIN TALENT

Benefits not only help you attract talent, but they can also help you retain your star players. When you are trying to keep your best people, it’s important to promote these benefits so your employees can take advantage of the value you are offering.

**A *Voya study* found that nearly half of workers admitted they do not fully understand the benefits they have already selected.<sup>6</sup>**

**Reinforce the value of your benefits package with your team:**

- **Explain the benefit options.**  
Help your team understand all the benefit options available to them and reinforce the positive outcome they could experience from having access to these benefits—like better health outcomes or a more solid retirement plan.
- **Educate employees on benefits information.**  
For employees to get the maximum benefit out of your benefits offering, they need to understand the coverage and information that is offered so they can make an informed decision when electing their benefits. Put some effort into supporting employees to help them make their benefit elections. Then, determine how you will provide customer service to employees who have questions or where they can get more information on utilizing their benefits.
- **Make benefits a year-round conversation.**  
Consider picking one benefits-related topic, such as mental health, wellness offerings or telehealth to highlight per month. This benefits education allows your employees to digest the information in small bites while highlighting the value-add your benefits package offers.

5. <https://www.trinet.com/customer-stories/mbanc>

6. <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/employees-want-voluntary-benefits-but-dont-always-understand-them.aspx>, Accessed August 2023.

## BUILD YOUR CULTURE

Maybe you've never considered this, but your benefits help build your company's culture. Do you offer a robust retirement plan? A menu of family-friendly benefits? Ample time off? Gym memberships? Studies conducted by Gallup show that wellness programs in the workplace can increase employee engagement by 89%.<sup>7</sup>

**Consider how your benefits package contributes to your culture:**

- **Do a culture-fit assessment**

Are your benefits aligned with your mission, vision and values? The benefits you offer reflect your values and contribute to your culture. TriNet offers DEI assessment to help its customers with DEI practices and assess where it can make an impact.

**Pro Tip:** Want to gauge what benefits your employees want and expect? Consider an employee survey to get data-driven results.

- **Adjust, if necessary**

What benefits do you need to add, change or promote so they help you build your company's culture.

**"In finance, as in many industries, employees are struggling and hurting. The value of employer support is powerful."<sup>9</sup>**

**Brad Smith**

Chief Science Officer  
meQuilibrium

APPROXIMATELY

**62%**

**OF WORKERS SAY HAVING A JOB WITH PAID TIME OFF IS EXTREMELY IMPORTANT TO THEM.<sup>8</sup>**



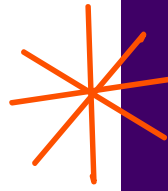
**With TriNet Perks your employees get access to discounts and corporate rates with top brands.**

TriNet Perks provides deals on dining, entertainment and travel, or discounts on flowers, gym memberships and auto purchases to help your employees save money.

7. [State of the Global Workplace Report—Gallup](#), Accessed October 2023.

8. [How Americans View Their Jobs | Pew Research Center](#), Accessed October 2023.

9. [Top HR Challenges in the Financial Services Industry \(shrm.org\)](#), Accessed November 29, 2022.



## GROW YOUR BUSINESS

By attracting and retaining talent and building your culture, your company will be in a position for growth. But, as your business grows, shopping for and administering benefits can become more complicated. You have more people. More locations. And more rules and requirements.

“The IRS continues to be less lenient with basic reporting errors, so it will be important for employers to fully understand their ACA reporting obligations. Confusion regarding the forms could cause costly reporting errors,” says Carlton C. Pilger, a member of the Employee Benefits Practice Group at Fisher Phillips.<sup>10</sup>

### There are a few questions to ask as you grow:

- How will you comply with benefits compliance requirements?
  - **Affordable Care Act** requirements for applicable large employers, including minimum coverage and reporting
  - State, federal and local requirements
- What do you need to do to be prepared to deliver benefits to employees that are out-of-state or even out of the country?

Extensive employee benefits are an important recruiting tool and a smart way to drive employee satisfaction. Access to leading employee benefit plans is no longer reserved for large companies, with TriNet’s access to premium benefits, this helps to level the playing field. Your benefit offerings can help you attract and retain talent, build your culture and grow your business. But only if you build a strategic and competitive offering.

**TriNet has a team of experts monitoring HR provisions and requirements stateside, so our customers can worry less.**

And if your company is looking for talent outside of the U.S., we have partnered with G-P to help with your global workforce.



**“The reason why Crosslink continues to work with TriNet is the quality of the product, and the support that you give entrepreneurs, and your venture clients is unprecedented.”<sup>11</sup>**

**Joseph Guzel**  
Principal, Crosslink Capital

10. <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/5-most-important-steps-for-2023-aca-compliance-planning.aspx>, Accessed August 2023.

11. TriNet Customer Stories | Crosslink Capital

## How TriNet can help

As a PEO providing access to comprehensive benefits to small and medium-size businesses like yours, TriNet helps customers realize their full potential.



By helping customers become an employer of choice, you can attract and retain top talent by offering big-company benefits such as:

- ✓ Access to premium benefits
- ✓ Multiple health insurance carriers
- ✓ 401(k) plan
- ✓ TriNet Perks
- ✓ Affordable Care Act support
- ✓ Enrich™ product line

**TriNet's Enrich™** product line allows our customers to offer an optional benefit of tax-optimized reimbursements for expenses related to medical travel, education, disaster relief and child adoption. The Enrich™ product line helps our customers expand the benefits available to their employees.

## DO YOUR BENEFITS STACK UP

**Contact us** and we can help you review your options, so you get the maximum benefit from your benefits.







## About TriNet

TriNet (NYSE: TNET) provides small and medium size businesses (SMBs) with full-service HR solutions tailored by industry. To free SMBs from HR complexities, TriNet offers access to human capital expertise, benefits, risk mitigation and compliance, payroll and real-time technology. From Main Street to Wall Street, TriNet empowers SMBs to focus on what matters most—growing their business.

Go to **TriNet.com** to get started or speak with a TriNet representative at **888.874.6388**.



**Learn all about our tailored solutions at TriNet.com or call 888.874.6388.**

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