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## ING to Help Retirement Professionals Grow Their Businesses

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By Editor Test      *Wed, Feb 3, 2010*

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*The value-added program includes calculators that participants can use to estimate their retirement "number," compare their progress with that of their peers and identify potential gaps in retirement funding.*

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ING's U.S. Retirement Services has launched a new program for advisors, consultants and the third-party administrators (TPA) who serve the small and mid-sized corporate retirement plan market.

Referred to as the ING Grow Program, the suite of practice development tools and resources is designed to help ING's distribution contacts grow their business.

The resources offered in the ING Grow Program focus on three specific categories:

- Sales ideas and business-building tools to help grow relationships.
- Value-added thought leadership to keep retirement professionals up-to-date on important industry trends.
- Behavior-changing technology and educational applications to help participants become better prepared for retirement.

As part of the program, advisors, consultants and the TPA community will be able to offer clients an outline of their Statement of Services. This document will serve as a value proposition that describes the services they intend to provide and their philosophy relating to consulting, conversion and ongoing installation. Advisors may also include industry experience and qualifications, and customize the statement with a firm logo and contact information.

The program includes a series of ING practice management seminars on topics such as Fiduciary Responsibility and Trends in Retirement Plan Administration. They can also tap into the ING Institute for Retirement Research.

The new program also emphasizes the use of ING's consumer education resources and web-tools, which can be leveraged at employee meetings and serve as catalysts for retirement planning discussions. These include participant seminars and three retirement planning calculators:

**INGYourNumber.com.** This can help calculate the total amount of money participants need to save by the time they retire.

**INGCompareme.com.** This harnesses the power of "peer comparison" to show users where they stand in relation to others on a wide range of saving, spending, investing, debt and personal finance matters.

**My Retirement Outlook.** This retirement and paycheck analysis tool integrates traditional pension plan assets, Social Security benefits and personal savings, and also identifies potential gaps in retirement funding. Participants can print an instant gap analysis statement.

ING's U.S. Retirement Services, part of ING's global insurance operations, has more than \$285 billion in combined assets under administration and management.

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