



**Judy  
Diamond  
Associates, Inc.**

# Solutions for Financial Professionals

# GROUP RETIREMENT LEAD GENERATION

Filling your sales pipeline with qualified leads and creating proposals that meet the unique needs of individual prospects are the linchpins of selling success. In today's competitive environment, financial professionals selling in the group retirement market are under intense pressure to deliver better results to new and existing clients. With the *King of Pension Funds*, you can find employers operating in your territory who are likely to switch to your services. The King supplies your sales team with current contact information, detailed knowledge about employers' retirement plans, and makes it easy to benchmark plans against peers and the S&P 500 Index. With this knowledge, you can increase sales productivity and grow your market share.

## The King of Pension Funds

The *King of Pension Funds* is the most sophisticated prospecting tool for agents, brokers, and financial advisors selling to the U.S. group retirement market. By combining the plan information collected by the Department of Labor with our plan analytical tools and our exclusive directory of key decision-makers at employers, the King supports your growth at every step of the sales process.

### SUPPORTING YOUR SALES PROCESS, FROM START TO FINISH.



#### IDENTIFY LEADS

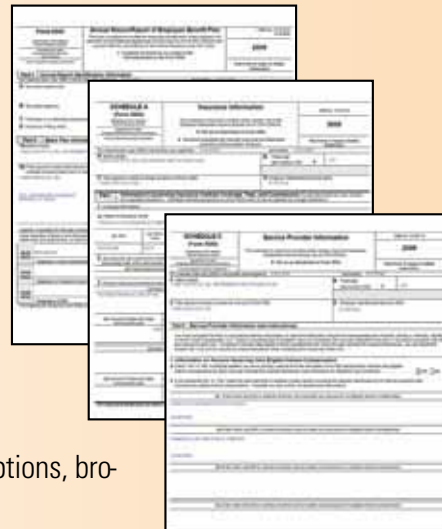
The King can tell you about every single group retirement plan in your territory or across the nation and can help you identify your hottest new prospects. Subscriptions include:

##### ► Every Form 5500

Information on every retirement plan that was reported on a Form 5500 collected by the Department of Labor.

##### ► 400+ Searchable Criteria

Including: geography, plan type, renewal month, assets, investment options, broker, consultants, administrators and more.



#### EXCLUSIVE PLAN INFORMATION

The recent disclosure requirements for the 2009 plan year have created new opportunities for brokers, wholesalers, and RIAs to be competitive. Never before have you been able to understand both the direct and indirect compensation being paid to the broker or have you been able to quickly and easily see the investments offered by the plan. *The King of Pension Funds* offers the plan insight and detail you're looking for, including:

- The complete list of plan mutual funds.
- Indirect broker compensation information.
- Auditors reports.
- Vesting and eligibility schedules.
- Detailed plan design information.

(b) Identity of issuer, borrower, lessor, or similar party	(c) Description of Investment	Shares	(d) Current value
	<b>Mutual funds:</b>		
Dreyfus	S&P 500 Index Fund	19,177	\$ 600,042
Federated	Mid-Cap Index Fund	2,781	49,028
First American	Small Cap Index A Fund	21,770	190,272
PIMCO	Total Return A Fund	30,297	327,205
Lord Abbett	Affiliated A Fund	19,235	196,585
Oppenheimer	Developing Markets A Fund	1,314	37,792
Investco	Van Kampen Small Cap Value A Fund	7,055	101,527
Fidelity Advisor	Strategic Income A Fund	4,819	58,457
Fidelity Advisor	Small Cap A Fund	3,835	84,640
Fidelity Advisor	Diversified International A Fund	29,948	443,828
Fidelity Advisor	Real Estate A Fund	4,523	58,253
Fidelity Advisor	Freedom 2010 A Fund	2,676	28,180
Fidelity Advisor	Freedom 2020 A Fund	16,047	173,304

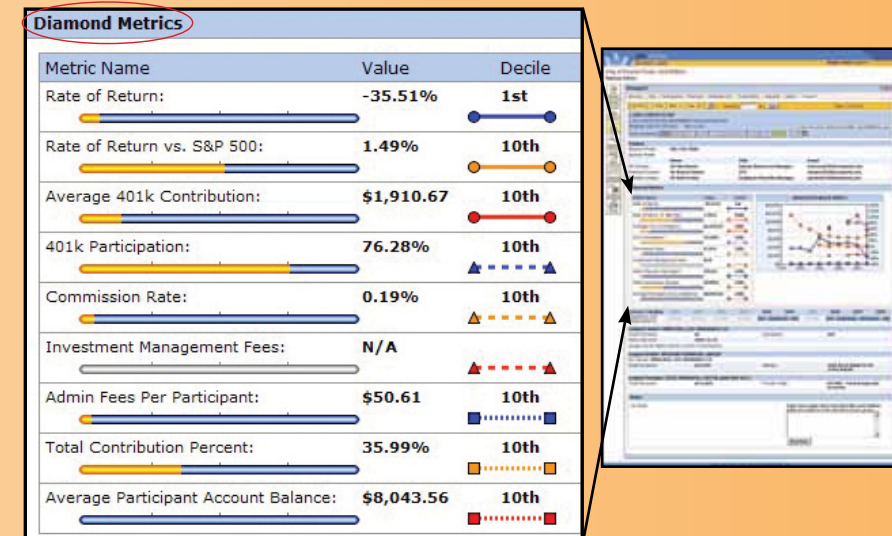


#### EVALUATE YOUR SELLING POINTS

The King provides several advanced analytical tools that can help you turn the raw Form 5500 data into actionable client intelligence, including:

##### ► The Diamond Metrics of Plan Performance

For each retirement plan, we calculate nine vital statistics every good sales professional needs to know before calling a new prospect.



##### ► Determine What a Plan is Really Worth

With the direct and indirect compensation information available in the King, you can determine the real value of a company's retirement plan.

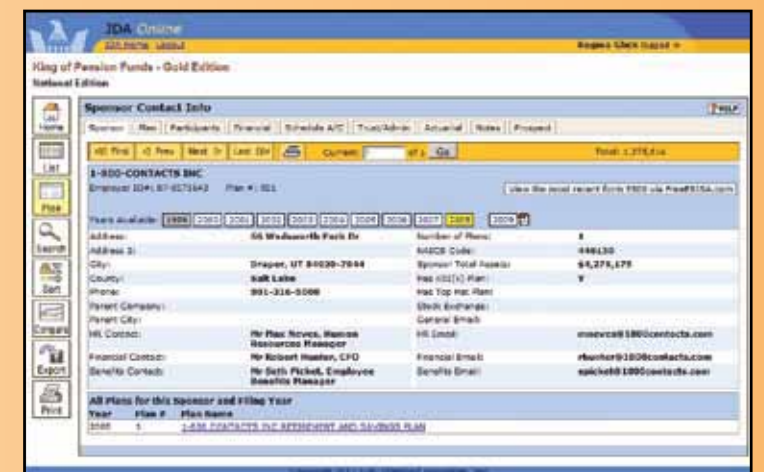


#### REACH DECISION-MAKERS

To provide you with the most updated contact information on the market, every year we call employers in the King to verify the contact information listed on their most recent Form 5500s and to collect additional contact information that isn't available from the government filings.

- Contact information, such as mailing addresses and phone numbers, for employers' key human resources, benefits, and finance personnel.

- Email addresses for the critical contacts at the larger employers included in the directory.



The employer contact information in *The King of Pension Funds* is collected on the ERISA Form 5500 and is verified and amended by Judy Diamond Associates to compile the most complete, accurate, and current directories of group pension and retirement prospects available anywhere.

# INDIVIDUAL LEAD GENERATION

Uncovering new sales prospects for your individual retirement products is one of the most challenging steps to growing your book of business. With competition for wealthy clients stronger than ever, it has become essential for financial professionals to quickly identify qualified leads and target their selling efforts to shorten the sales cycle.

## REGISTERS of the AFFLUENT

Judy Diamond Associates' *Registers of the Affluent* are a pair of directories of wealthy individuals that include phone numbers, mailing addresses, and key prospecting information. Together, these registers can help you expand your territory.



Search for leads matching your precise criteria.



Retrieve contact information and key prospecting information on qualified leads.

### Affluent Self-Employed

- ▶ Phone numbers.
- ▶ Mailing addresses.
- ▶ Retirement plan total assets.
- ▶ Retirement plan total contributions.

### Successful Small Business Executives

- ▶ Phone numbers.
- ▶ Mailing addresses.
- ▶ Average retirement plan account balance.
- ▶ Retirement plan rate of return v. the S&P 500.

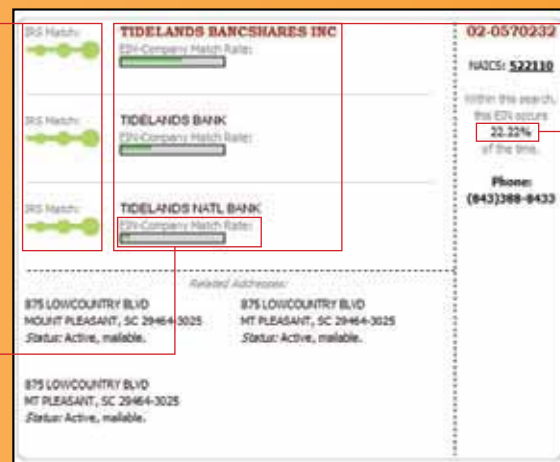
# GOVERNMENT FILINGS COMPLIANCE

## EINfinder.com

A Judy Diamond Associates, Inc. data service

Many government filings, such as the 1099 tax form, require you to include the Employer Identification Numbers (EINs) of the companies with which you do business. Finding the correct EIN isn't always easy and mistakes can lead to costly fines. That's why we created EIN Finder, a database of 7 million EINs and a host of tools to help you get your government documents right the first time.

**IRS Match** shows you if the IRS has verified this EIN.



IRS Match:	<b>TIDELANDS BANCSHARES INC</b> EIN-Company Match Rate:	02-0570232 NAICS: 522110
IRS Match:	<b>TIDELANDS BANK</b> EIN-Company Match Rate:	Within this search, the EIN occurs 22.22% of the time.
IRS Match:	<b>TIDELANDS NATL BANK</b> EIN-Company Match Rate:	Phone: (643)389-8433
Related Addresses:		
875 LOWCOUNTRY BLVD MOUNT PLEASANT, SC 29464-3025 Status: Active, malleable.	875 LOWCOUNTRY BLVD MT PLEASANT, SC 29464-3025 Status: Active, malleable.	
875 LOWCOUNTRY BLVD MT PLEASANT, SC 29464-3025 Status: Active, malleable.		

Even if there are several names associated with an EIN, we highlight the most commonly used company name.

**EIN-Company Match Rate** shows you what percent of the time each company name appears with which EIN in our system.

**EIN Occurrence Rate** tells you what percent of the time an EIN appeared in records matching your search criteria.

7 million EINs. One Source.  
**EIN Finder.**

## TRY OUR PRODUCTS

To request a free demo:

**Call**  
800-231-0669

**Email**  
sales@judydiamond.com

**Visit**  
[www.judydiamond.com/demo](http://www.judydiamond.com/demo)  
(The King of Pension Funds)

[www.EINfinder.com/freetrial.asp](http://www.EINfinder.com/freetrial.asp)  
(EIN Finder)

[www.registersoftheaffluent.judydiamond.com](http://www.registersoftheaffluent.judydiamond.com)  
(Registers of the Affluent)

## **ABOUT JUDY DIAMOND ASSOCIATES**

Judy Diamond Associates, Inc. is the premier publisher of employee benefits industry prospecting tools and plan data. Our pension/retirement and health/welfare prospecting tools provide:

- Phone numbers, emails, and mailing addresses for plan decision makers.
- Contact information and visibility into brokers' books of business.
- Information about employers' current plans.
- Plan analysis tools.

