



Fulcrum Partners Video Raises Questions About Your Retirement Plan

PONTE VEDRA BEACH, FL-- (Feb 5, 2014) – Recognizing that discussions of executive benefits planning and your retirement plan can feel complex and even tedious, Fulcrum Partners LLC has turned to video animator Ydraw, to bring its message to life in a fresh and energized way. Released online this week, Fulcrum Partners' new video uses storytelling animation to ask the very serious question, "Do Your Company's Retirement Plans Really Work?"

"Integrated executive compensation as part of a Total Rewards Strategy is not a topic to treat lightly, especially in today's economy," says Fulcrum Partners Managing Director Joe Thompson, one of the company founders. "But sometimes, even for professionals in the industry, communicating in a lighter, more upbeat way helps people focus their

attention on the real issue.”

Thompson explains that many companies do not realize they could be doing a better job attracting, rewarding, and retaining key personnel. At the same time, many executives don't recognize that all retirement plans are not created equally or that strategically selecting the right benefits plan could make a substantial difference in their retirement, especially for those at the Core Management level.

Fulcrum Partners invites companies and individuals interested in financial wellness to view the video at <http://www.fulcrumpartnersllc.com/do-your-companys-retirement-plans-really-work-video> or contact the company directly and request a copy (press@fulcrumpartnersllc.com).

“Do Your Company’s Retirement Plans Really Work” is also being made available on [YouTube](#), Scribd, and SlideShare. #executivebenefits #humanresources

Fulcrum Partners LLC:

Fulcrum Partners LLC (www.fulcrumpartnersllc.com) is one of the nation's leading and largest executive benefits consultancies. With a team of experienced industry professionals who serve with diverse skill sets, targeted experience, and in-depth expertise in executive compensation and benefits consulting, the consultants at Fulcrum Partners focus on an integrated approach to the design, financing, and plan

administration of executive benefits programs. Fulcrum Partners LLC is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in Ponte Vedra Beach, Florida, in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles, California; Orlando, Florida; Ponte Vedra Beach, Florida; Portland, Oregon; and Washington D.C.

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