



## **Fulcrum Partners LLC Releases Report on Executive Benefits in a Downturn Economy**

PONTE VEDRA BEACH, FL-- (March 14, 2013) – One of the nation's largest executive benefits consultancies, Fulcrum Partners LLC, announces the release of the white paper: ***"Using SERPs to Create a Balanced Executive Compensation Program."*** The authors of the report, Peter Lupo and Bruce Brownell, look at how a struggling economy can highlight the extent to which design flaws within some equity programs may have encouraged executives to take excessive risks that are contrary to the long-term financial interests of companies and their shareholders. Fulcrum Partners has made the report available as a download at [www.fulcrumpartnersllc.com](http://www.fulcrumpartnersllc.com).

[Bruce Brownell](#), one of the company's founders and a specialist in IRC 409A, explains, "Well-balanced risk and rewards are one of the foundations of an effective compensation program. Over the past two decades, stock-based incentives have been the primary means used by companies to motivate and retain valued executives. But the current economic downturn has exposed potential weaknesses in this approach. It is becoming increasingly clear that stock price alone does not always correlate with either executive performance or sustainable long-term shareholder value."

According to the report, in many situations the introduction of a supplemental executive retirement program, (SERP) helps promote a more diversified 'portfolio' approach to executive rewards. *"Using SERPs to Create a Balanced Executive Compensation Program"* is available to view or download under the NEWS tab on the Fulcrum Partners LLC website, and on [Fulcrum Partners SlideShare](#) and [Fulcrum Partners Scribd](#).

## **About Fulcrum Partners LLC:**

Fulcrum Partners LLC ([www.fulcrumpartnersllc.com](http://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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