



FOR IMMEDIATE RELEASE

Fulcrum Partners Helps Organizations Compete for and Retain Top Talent

PONTE VEDRA BEACH, FL -- (Aug 8, 2018)

With the objective of assisting executives and organizations in accurately evaluating compensation plans, Fulcrum Partners has released the short, informative video, "[Is Your Pay Structured for Lifetime Optimization?](#)" The 30-second clip previews the benefits benchmarking data and Retirement Income Replacement Ratio (RIRR) charts that Fulcrum Partners customizes for companies and top-tier executives.

“For compensation committees and Human Resource executives to accurately assess how an executive is being rewarded,” said Fulcrum Partners Managing Director [Chris Nyland](#), “they have to see how compensation is distributed, how it is taxed and if it is optimized to best benefit the executive over a lifetime.”

Each peer group chart that Fulcrum Partners produces includes real names and hard data from the executive’s identified comparator group. By providing comparison charts that show how an executive’s benefits stack up against the benefits of his or her peers, Fulcrum Partners equips organizations to compete for, and retain, top talent and key employees.

Fulcrum Partners makes its unique benchmarking comparison tables easily available to executives and organizations. “In many cases,” said [Steve Broadbent](#), a Fulcrum Partners managing director, “we have already created the PURL, which stands for Personal URL, that presents the executive’s compensation data. And because we’ve automated the process, if the charts have not already been produced, we can quickly provide them on request.”

An executive’s PURL shows a company’s contributions to the executive’s qualified and nonqualified retirement benefits, displayed as a percentage of salary. By comparing this information with the percent of final average cash compensation,

companies clearly see the executive's Retirement Income Replacement Ratio and whether the executive's benefits are well optimized and rewarding.

Fulcrum Partners has direct emailed a PURL link to many top executives from publicly held companies. Executives who have not received this email can visit <https://www.fulcrumpartnersllc.com/r3k/search/> to find their personal webpage.

Fulcrum Partners will also email a PURL link to individuals upon request.

To preview a sample PURL and gain more information about Retirement Income Replacement Ratio charts, watch the video, "Is Your Pay Structured for Lifetime Optimization?" (https://youtu.be/rZ_ZldTb2fo)

About Fulcrum Partners LLC:

Fulcrum Partners LLC (www.fulcrumpartnersllc.com) is one of the nation's largest executive benefits consultancies. Fulcrum Partners is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Orlando and Ponte Vedra Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles and Newport Beach, California; Portland, Oregon; and Washington D.C. Fulcrum Partners is an independent member of the BDO Alliance USA. Learn more

about the Fulcrum Partners executive benefits advisory team at <https://www.fulcrumpartnersllc.com/fulcrum-partners-team/>.

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