



2007 Retirement Plan Adviser of the Year

**Chad Larsen -- Moreton Financial Solutions, a member firm of National Retirement Partners; Denver, Colorado
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"I love the retirement market," Chad Larsen comments. "I think it is critically important." Larsen has been working in the retirement plan arena for 18 years, but has only been with his current firm, Moreton Financial Solutions, a regional full-service financial and insurance group benefits company, since 2005. Moreton did not have a plan practice until Larsen joined, and he has been building that for the firm ever since his arrival.

In their Denver office, Larsen works with his associate Corey Whitehead and two support staff; the company also has an ERISA attorney on staff in the Salt Lake City office. Although based in Denver, Larsen works with Moreton Financial Solutions offices in Salt Lake City; Boise, Idaho; and Phoenix, Arizona.

Larsen serves all types of plans, including 401(k), 403(b), 457, and defined benefit plans, and currently has about 250 plan clients. His target market is those plans with between \$10 million and \$50 million in assets, although he does work with plans both above and below that threshold. He is "exceptional," says one client in an interview, who also describes him as "accessible and very hands-on."

Larsen says his main goals in this business are "personally to help as many people as possible increase their net worth by properly saving for retirement" and "to be a valuable resource for my clients to help them with every aspect of their retirement programs and to keep them from making critical mistakes."

His plans have an average participation rate of 85%, and participants are deferring about 6% of their salary. While Larsen says his efforts have resulted in average plan participation increases of about 7% to 10%, one client, interviewed for this award, said Larsen was able to move the participation rate from 25% to 80%.

Both Larsen and Whitehead deliver employee education seminars and also offer employer seminars, looking to educate the plan sponsor clients. "I have always enjoyed doing employee group meetings," he says, explaining that he tries to make every meeting fun, entertaining, and easy for employees to understand; "We've even had employees stand and clap after our enrollment meetings," he says.

That kind of enthusiasm for his approach manifests itself in various ways. As one plan sponsor noted, "He demystified our plan for our participants."