



529 Plan Best Practices

Advisors tell us what works in the field

We surveyed advisors about **why** and **how** they have made 529 plans an integral part of their practice.

Here are the key elements to their success with this product.



Create Opportunities

Nearly every college student without a 529 plan represents a missed opportunity—for the student, their family and their family’s financial advisor. Proactive advisors seize that opportunity early and often.



Initiate the 529 discussion, without waiting for clients to bring it up



Revisit clients’ current 529 plans at least once per year



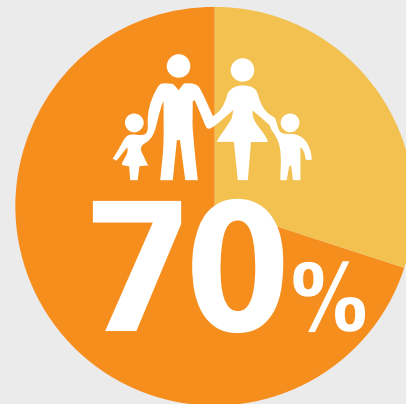
Believe the 529 discussion establishes them as a valuable resource for their clients



Target your audience

A Family 529 discussion can serve as a bridge to potential new clients, for example:

- Older relatives who are not current clients
- Children who will someday choose their own financial advisor



Identify clients for 529 discussions based on the presence and age of children or grandchildren



Leverage Resources

Survey respondents told us outside resources were important assets in explaining 529 plans to clients.

62%

Use outside resources to facilitate 529 discussions



 **76%**

Find data on the benefits of 529 plans useful in client discussions

 **55%**

Find comparisons of different plans useful in client discussions

 **43%**

Find breakdowns of plan costs valuable in client discussions

Access the [SSGA Upromise 529 Advisor Tool Kit](#) for additional client resources.

ABOUT THE SURVEY

A total of 430 investment professionals completed an online 529 Plans survey, the goal of which was to determine how advisors approach and work with clients to plan for college expenses. The survey was fielded in March 2018. Respondents represented a variety of investment professional segments holding a wide range of assets under management.

FOR PUBLIC USE.

IMPORTANT RISK INFORMATION

For more information about the SSGA Upromise 529 Plan (“the Plan”) download the Plan Description and Participation Agreement or request one by calling 1-800-587-7305.

Investment objectives, risks, charges, expenses, and other important information are included in the Plan Description; read and consider it carefully before investing.

Please Note: Before you invest, consider whether your client’s state or your client’s beneficiary’s home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state’s qualified tuition program.

The SSGA Upromise 529 Plan (the “Plan”) is administered by the Board of Trustees of the College Savings Plans of Nevada (the “Board”). Ascensus Broker Dealer Services, LLC. (ABD) serves as the Program Manager. State Street Global Advisors (SSGA) serves as Investment Manager for the Plan except for the Savings Portfolio, which is managed by Sallie Mae Bank, and also provides or arranges for certain marketing services for the Plan.

The Plan’s Portfolios are either (i) powered by SPDR® ETFs—meaning the underlying funds offered for investment options are exchange-traded funds (“ETFs”), and where applicable, mutual funds offered or managed by SSGA Funds Management, Inc.; or (ii) a Federal Deposit Insurance Corporation (FDIC) insured omnibus savings account held in trust by the Board at Sallie Mae Bank. Except for the Savings Portfolio, investments in the Plan are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.

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Investing involves risk including the risk of loss of principal. Investment returns will vary depending upon the performance of the Portfolios you choose. Except to the extent of FDIC insurance available for the Savings Portfolio, you could lose all or a portion of your money by investing in the Plan, depending on market conditions. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

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