



Financial Literacy and Coaching

No one wants to be a number. They want purpose, to be paid a fair wage and to build wealth for their families.

In this Great Resignation, holistic benefit programs are the value proposition you provide your employees. We are the financial wellbeing segment.



How SmartPath helps:

Recruit Better Talent:

71% of U.S. workers want employer-based financial wellness programs. Applicants are looking for a differentiator.

Retain More:

Over 50% managers believe that not having the right financial wellness program is causing them to lose talented employees.

Advance DE&I Efforts:

Understanding the disparities in wealth accumulation between your employees and leveling the playing field with financial literacy.

Boost Productivity:

Employees spend 180+ hours per year **on the job** juggling their money stresses. That's your bottom line.

Reduce Stress:

94% of workers report increased financial stress in the last 18 months. Wages alone won't solve the problem.

Retire Earlier:

51% of employees over 60 delay retirement, costing organizations \$50k/year. Many just lack confidence.



FAQs:

Who can use SmartPath?

Anyone in your eligibility file + spouses.

How long does it take to implement?

Without integrations to worry about, we can rapidly deploy the program for your employees whenever you're ready.

How will our employee know about the program?

We provide an Employee Communication Playbook tailored to your population to convey the program, and ongoing announcements.

What level of engagement can we expect?

We see +20% engage in the platform, 7-10% attend live weekly literacy classes, 5-7% seek out individual coaching.

What's the difference between what our 401(k) provider offers and you?

Your 401k plan advisor focuses on how your 401(k) plan functions and specific investment options for the plan. We help employees understand where their 401(k) fits into their whole financial plan today and in the future.

How much does it cost?

We have 3 program designs that can start at less than \$1 PEPM. SmartPath can be paid for by wellness dollars, 401(k) plan assets or as a direct cost.

Join Our Clients:



"At GoDaddy, we offer a wide variety of competitive benefit programs. We now partner with SmartPath to provide unbiased financial education to our employees at no cost. SmartPath will help guide our employees through buying a house, paying down debt, saving for retirement, understanding the unique GoDaddy total rewards package, and much more."

Rob Wisniewski, CEBS

Sr. Director of Global Benefits at GoDaddy

Ready to explore?

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