



Prudent Custom Target Date Funds Made Easy. Protect Yourself, Your Client and Your Beneficiaries.

Despite the growing amounts in TDFs, fiduciaries are increasingly concerned by the limitations of off-the-shelf products and have taken to creating their own custom target date solutions. The intent is to improve this QDIA and conform it to the fiduciary's objectives, rather than accepting the objectives of fund providers. The most important aspect of the custom design is the glide path: asset allocation and risk control matter most. Advisors strive to create a TDF that provides:

- Better glide path
- Better fees
- Better managers

The challenges in this pursuit are implementation and coordination. Compliance with section 404(c) and new disclosure rules under sections 408(b)2 and 404(a)-5 are all serious complications.

Most importantly, advisors assume a considerable fiduciary responsibility when they manage custom funds, so they need to limit their risks. The prospect of collecting substantial fees is seductive, but the liability is great. Consequently, advisors need to choose [the most prudent glide path](#) they can find, and to document this decision with a formal [Investment Policy Statement](#) and [educational presentations](#).

The most prudent TDF glide path is the [patented Safe Landing Glide Path[®]](#). Advisors can now lease this glide path as the blueprint for successful and prudent custom TDFs, and they can choose their own preferred investment funds. Manager selection matters, but asset allocation/glide path matters most. Don't be penny wise and pound foolish. Protect yourself and your client. Beneficiaries will be glad you did.