

Partnership resources for practice growth

Putnam Investments is here to help you take a holistic, needs-based approach to working with investors. Our distribution team offers a series of educational programs designed to help you grow your business in three of the most fertile areas for future development: investment, wealth, and practice management. We designed each training for virtual or in-person presentation to help you hone your techniques and expand your base of knowledge. Visit the continuing education page on our website for more information on accessing these resources.

Investment Management

Active Insights (private briefings are available)

Putnam's Capital Market Strategies team shares timely, research-driven views on the global marketplace from Putnam's investment teams. Senior Market Strategist Chris Galipeau also hosts the Active Insights podcast series. Each episode features an in-depth conversation with a different Putnam portfolio manager, analyst, or other investment professional to share their expertise and opinions on the markets and global economy. Listen in as Chris asks his guests the most common questions advisors are asking today.

FundVisualizer®

FundVisualizer helps you evaluate more than 30,000 funds, ETFs, and indexes from across the industry. Using over 80 performance and risk metrics, the tool lets you compare funds and portfolios directly from your desktop or tablet and create client-approved presentations.

Comprehensive portfolio analysis

The Portfolio Solutions Group can provide institutional-level risk analysis to identify the risk factors that drive portfolio performance, explain portfolio risk factors, and discuss potential alternative portfolios on client request. Visit the portfolio solutions page of our website to schedule a call with our team.

Wealth Management

Asset protection: Strategies to help clients safeguard wealth

An asset protection plan is a natural component of a thoughtful and comprehensive wealth management strategy. Clients who have accumulated sizeable retirement savings, established equity in their homes and businesses, and built other wealth should consider ways to protect hard-earned assets from a lawsuit, civil claims, or bankruptcy proceedings. This course focuses on a variety of strategies that can be employed to help your clients safeguard that wealth. Specific topics addressed include:

- Taking care of the basics: From the use of insurance to homestead exemptions
- Retirement accounts: Why it is important to understand the creditor protection differences between ERISA and non-ERISA plans
- Business ownership structures to limit liability, including an overview of the "multiple LLC" strategy

Washington update and tax planning considerations

Tax policy changes are being debated in Washington, and investors want to know how these proposals might impact their financial planning. Now is the time to explore strategies for keeping your clients' estate and wealth management plans on track. This session includes:

- The impact of tax policy on financial planning
- Considerations for the timing of income, capital gains and losses, and deductions
- How Roth strategies may help hedge the risk of higher taxes
- Effective wealth transfer in the current environment

Roth strategies to hedge the risk of higher taxes

Since their introduction by Congress more than 20 years ago, Roth IRAs have grown at a faster pace than traditional counterparts, exceeding \$1 trillion in total industry assets recently. However, Roth IRAs currently comprise only 10% of total IRA assets. This may be problematic for retirement savers concerned about the threat of higher taxes in the future due to federal government budget pressures and uncertain tax policy. During this session, we will explore a range of actionable strategies for clients looking to hedge the risk of potential higher taxes on retirement savings, including:

- Tactical planning strategies to maximize use of income tax brackets
- Considerations for small-business owners who may have experienced operating losses due to a challenging business environment
- Converting during retirement in an effort to leave a tax-free legacy to beneficiaries

Tax strategies for the current landscape

From recent changes due to the Tax Cuts and Jobs Act (TCJA), the SECURE Act, and the CARES Act to the risk of higher taxes in the near future, taxpayers face challenges in managing their current tax bill while planning for an uncertain future. This training examines key income and estate tax planning strategies including maximizing the use of deductions, taking advantage of (current) lower tax brackets, and finding efficient means of transferring wealth.

Distribution planning under the SECURE Act

The SECURE Act (Setting Every Community Up for Retirement Enhancement Act of 2019) took effect in 2020, ushering in significant changes to retirement accounts. New provisions, including the 10-year rule, govern how retirement account distributions are treated following the death of the owner. Additionally, the Treasury Department recently issued proposed regulations impacting distribution of inherited retirement accounts. During this session, we will explore how these new rules apply and suggest planning considerations for IRA distribution planning, including:

- Rethinking beneficiary designations and trust arrangements
- Implementing a plan to spend down, donate, or convert pretax IRA assets
- Considering alternatives to passing IRA wealth to heirs by leveraging life insurance or establishing charitable trusts

Planning for health care in retirement

With more baby boomers retiring and life expectancies increasing, health care costs in retirement are consuming a greater portion of household income. In fact, lifetime retirement health care costs for a 65-year-old healthy couple retiring this year will exceed \$670,000.¹ This presentation explores trends in health care spending, provides details on navigating Medicare, and presents planning strategies advisors can share with clients.

Navigating the road to college

Planning for college is clearly one of the most overwhelming tasks families typically face, considering soaring tuition costs, complexity around the financial aid process, and understanding what steps students need to consider in applying and being accepted into their desired school. This session addresses these key issues through an in-depth discussion of financing college education:

- Understanding financial aid and loan options
- Following a student action plan during high school
- Planning considerations to make the most of college savings

Wealth management case studies

Putnam offers a series of workshops focused on how to manage complex financial situations for your clients. These in-depth case studies include:

- Helping business owners manage and transition wealth
- Efficient stock planning strategies for corporate executives
- Financial strategies for HNW individuals in retirement

Practice Management

Client engagement ideas for today's advisor

Learn how financial professionals are finding new approaches for client acquisition and asset gathering. In this interactive session, we will go over timely wealth management ideas with actionable planning strategies, as well as practice management ideas to uncover new relationships. These engagement ideas help to prospect:

- Foundations and endowments
- The rollover market
- Business owners
- Corporate executives
- High-net-worth clients

Growing your value to women investors

One of the best opportunities for expanding your business may be in plain sight — prospecting to women. Women are major financial decision makers, and they control an increasing proportion of wealth and income in the United States. Gain insights on the distinct investment challenges women face to better understand their needs and help them reach their goals.

How to create a world-class client experience

A world-class client experience is more necessary than ever before in an industry of constant change. In this presentation, we discuss why experience matters and what a world-class experience feels like. We define the three foundational values on which top financial professionals build a world-class client experience. And lastly, we outline how to create a world-class experience. Learn actionable strategies that financial professionals and their staff use to develop a repeatable process that yields remarkable moments and long-term clients.

The art of referrals

According to HubSpot, 90% of people trust suggestions from family and friends. Furthermore, 70% of people trust online consumer reviews.² In this presentation, learn the psychology of referrals and how to source them in three key areas of your business: digital reviews, traditional referrals from existing clients, and mutual referrals from strategic partners.

Social media training

Whether you're new to using social media to build your practice or have achieved some success, there's always more to discover. Our trainers can help financial professionals get started with LinkedIn, understand its value for recruiting, and leverage its advanced features and premium tools to make new connections and strengthen existing relationships.

- Get started with LinkedIn — Learn some astounding facts about social media and how to use it to build your personal brand and business. We also provide practical tips for making the most of online tools and apps, and to help you stay on top of trends in mobile technology and software.
- LinkedIn for recruiting — “72% of recruiters use or engage with LinkedIn at some point in their recruitment process. According to LinkedIn, over 49 million people use the platform to search for jobs every week, and in every minute, six people get hired on LinkedIn.”³ In this interactive session, we discuss how LinkedIn helps identify and source new talent, how to combine Boolean modifiers with advanced search techniques to get more results that are more accurate, and how Sales Navigator can help accelerate and automate the process.
- An advanced approach to business building using LinkedIn — Our trainers can help financial professionals with the biggest opportunities on LinkedIn, including intergenerational wealth transfer, rollovers, targeted warm referrals, client engagement, and asset retention. We can also help you find your next best client through advanced search features and Sales Navigator premium tools.

Three key goals, one committed partner

 INVESTMENT MANAGEMENT	 WEALTH MANAGEMENT	 PRACTICE MANAGEMENT
<p>Portfolio Solutions Group</p> <p>Gain advice from a team of experts to help identify unseen risks in client portfolios across a variety of investment strategies and products.</p> <p>Active Insights</p> <p>Get research-driven analysis of evolving market themes from our investment professionals.</p> <p>Interactive tools</p> <p>Use our innovative tools to compare over 30,000 funds and indexes, model portfolios, and discover new investment opportunities for your clients.</p>	<p>Taxes</p> <p>Get tips on effective tax planning for business owners and individuals.</p> <p>Business owners</p> <p>Review strategies for taxes, succession planning, and asset protection.</p> <p>Intergenerational wealth transfer</p> <p>Reach new clients as \$30 trillion in assets passes to a new generation.</p> <p>Regulatory</p> <p>Stay up to date on policy shifts in Washington that may impact financial planning.</p>	<p>The modern practice</p> <p>Learn about client-specific engagement ideas to grow your practice and create a world-class experience.</p> <p>Social media</p> <p>Use our one-on-one LinkedIn training, social media playbook, and other tools to help build your online brand.</p> <p>Women and investing</p> <p>Gain insights on the distinct investment challenges for women, who control 51% of U.S. personal wealth.</p>

For a full list of resources for each financial professional training, please visit putnam.com/advisor/putnam-institute.

1 HealthView Services, 2022 Retirement Healthcare Costs Data Report Brief.

2 HubSpot, <https://blog.hubspot.com/blog/tabid/6307/bid/30239/71-More-Likely-to-Purchase-Based-on-Social-Media-Referrals-Infographic.aspx>.

3 <https://www.omnicoreagency.com/linkedin-statistics/>.

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Your clients should carefully consider the investment objectives, risks, charges, and expenses of a fund before investing. For a prospectus or summary prospectus containing this and other information for any Putnam fund or product, call the Putnam Client Engagement Center at 1-800-354-4000. Your clients should read the prospectus carefully before investing.