



GREAT-WEST
FINANCIAL

Bright tomorrows begin today.

TPA PARTNERSHIP PROGRAM



TPA Partnership Program

THE POWER OF PARTNERINGSM CAN BENEFIT YOUR CLIENTS ... AND YOU.

As one of America's leading providers of retirement plan services, Great-West FinancialSM recognizes that local expertise is critical to developing and maintaining a successful retirement plan. That's why third-party administrators (TPAs) like you are such valuable partners to Great-West Financial.

The TPA Partnership Program is designed to work with you to deliver a high level of streamlined, integrated services to plan sponsors. It's a way to join our complementary strengths to deliver an effective retirement plan program by giving you access to tools and resources that make you more effective—along with the marketing impact of partnering with an industry leader in retirement services.

There are two levels for which a TPA can qualify:

- 1. TPA Partner:** To qualify for the TPA Partnership Program, you must first complete a TPA Partnership Program Form. You may request to have a form sent to you by contacting your local Great-West Financial Regional Sales Director (RSD) or the Internal Sales Desk at (877) 630-4015. Once the completed form has been received, reviewed and approved by Great-West Financial, you can then begin to participate in the program.
- 2. Key TPA Partner:** By partnering with Great-West Financial on three new plans during the calendar year, or by maintaining a minimum of 10 plans under administration with Great-West Financial, you may qualify for the Key TPA Partnership Program. In addition to all the benefits and services available to all TPAs who qualify for the Key Partnership Program, Key TPAs will have access to enhanced services, such as a more robust allowance program, additional marketing support, and legislative updates.

It is Great-West Financial's goal to make your business more efficient and more profitable. Our TPA Partnership Program is one more way we put The Power of PartneringSM to work.

A Competitive TPA Allowance Program¹

Great-West Financial provides a competitive TPA allowance for our TPA partners. Through the allowance program, TPAs will receive:

	TPA Program	Key TPA Program*
TPA Allowance Year 1	» Transferred Assets > \$500k = 5 bps » Maximum Payment = \$5,000	» Transferred Assets < \$500k = \$250 » Transferred Assets > \$500k = 15 bps » Maximum Payment = \$12,000
TPA Allowance Year 2 and beyond	» 5 bps » Allowance Paid Monthly » Maximum Payment = \$5,000	» 10 bps » Allowance Paid Monthly » Maximum Payment = \$10,000

* The Key TPA allowance is paid retroactive to the first sale once three new sales have been made during the calendar year with Great-West Financial.

Benefit from Specialized TPA Support Services

A DEDICATED ACCOUNT MANAGEMENT TEAM

We've assembled a team of account managers whose sole focus is our TPAs and their plans. In other words, your business and the issues you and your plans face are the top priority.

AN EXPERIENCED IMPLEMENTATION TEAM

New plans you bring to Great-West Financial will be guided by our experienced implementation team, which includes a TPA specialist versed in the unique issues and requirements of a TPA channel. The result is a positive first impression by your customers.

ACCESS TO PARTNERLINK® WEBSITE

With PartnerLink, you'll have streamlined online access to the plan and participant information, as well as the administrative tools, you need to support your clients with maximum efficiency. You'll spend less time on day-to-day tasks, allowing you to work more efficiently with your clients.

TRAINING AND ADMINISTRATIVE SUPPORT

Great-West Financial's Client Relationship Managers (CRMs) are available to support you with training on the tools and technology you'll be using. They will also help you and your plans complete and submit needed paperwork, assist with each client's initial enrollment meetings, and complete an annual review for each plan.

PLAN EXPENSE ACCOUNT FOR BILLING FLEXIBILITY

Great-West Financial gives your clients the option of paying plan expenses, including TPA expenses, through our Plan Expense Account (PEA) program. Fees are collected through plan revenue and are paid to you at the direction of the plan on a quarterly basis. The result is a streamlined billing process and greater predictability in your fee income.

What Are the Additional TPA Benefits and Services Available to Key TPAs?

SPECIALIZED TPA MARKETING SUPPORT

As a Key TPA, you'll benefit from local sales and marketing support through our regional sales professionals who are motivated to develop new TPA sales opportunities. In addition, Great-West Financial will provide targeted marketing support, including an award-winning TPA proposal.² Finally, you benefit from an ongoing training and communication program designed to keep you and your administrators apprised of product/system developments, along with training on legislative and regulatory changes.

At-a-Glance TPA Partnership Program Summary

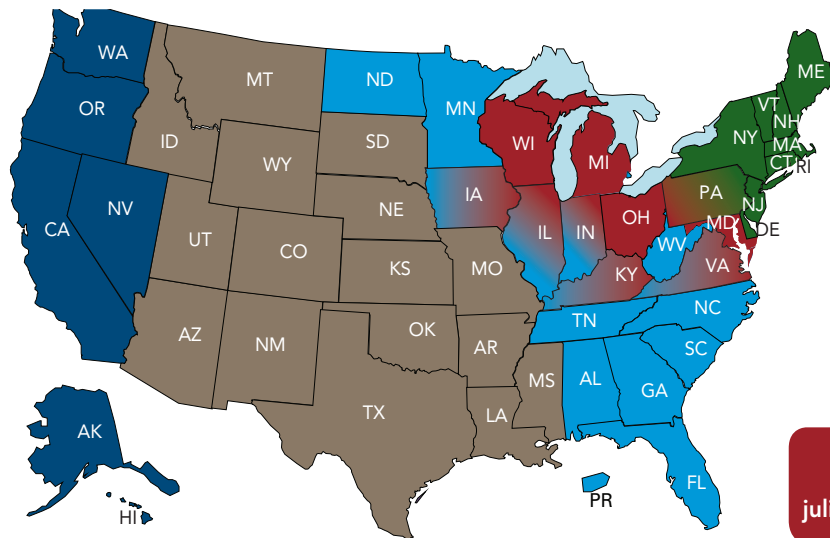
TPA Program		Key TPA Program
Qualifications	» Completed Information Sheet » Completed TPA Agreement » Completed W9	» Completed Information Sheet » Completed TPA Agreement » Completed W9 » Three New Sales During the Calendar Year, or 10 Existing Plans
TPA Allowance Year 1	» Transferred Assets > \$500k = 5 bps » Maximum Payment = \$5,000	» Transferred Assets < \$500k = \$250 » Transferred Assets > \$500k = 15 bps » Maximum Payment = \$12,000
TPA Allowance Year 2	» 5 bps » Allowance Paid Monthly » Maximum Payment = \$5,000	» 10 bps » Allowance Paid Monthly » Maximum Payment = \$10,000
Service Model	» Dedicated Account Management » Implementation Support » Local Enrollment/Service Support » PartnerLink Web Access	» Dedicated Account Management » Implementation Support » Local Enrollment/Service Support » PartnerLink Web Access
Marketing Support	» Customized TPA Proposal	» Active Sales and Relationship Promotion by Great-West Financial Representatives » Customized TPA Proposal
Plan Expense Account	» Ability to Incorporate TPA Fees into Pricing Model	» Ability to Incorporate TPA Fees into Pricing Model
Training and Communication	» Product Updates » System Training	» Product Updates » System Training » Legislative and Regulatory Updates



Bright tomorrows begin today.SM

**READY TO WORK WITH AN INNOVATIVE PARTNER THAT'S COMMITTED
TO YOUR SUCCESS?**

CONTACT YOUR LOCAL TPA DIRECTOR FOR MORE INFORMATION.



KEVIN SPAETH
(949) 306-4367
kevin.spaeth@greatwest.com

DAN FRIEL
(508) 505-8143
daniel.friel@greatwest.com

DOUG ALLEE
(314) 236-0156
doug.allee@greatwest.com

JO WETHERILLE
(763) 442-8620
jo.wetherille@greatwest.com

JULIE COSTELLO
(513) 319-8493
julie.costello@greatwest.com

1 Allowance not applicable to assets held in a self-directed brokerage account in company stock or on outside assets not record kept by Great-West Financial and/or FAScore, LLC.

2 The Great-West Financial 401(k) Sales Proposal has won awards such as: "The Communicator Awards," 2012; and "APEX Awards," 2012.

Core securities, when offered, are offered through GWFS Equities, Inc. and/or other broker dealers.

GWFS Equities, Inc., Member FINRA/SIPC, is a wholly owned subsidiary of Great-West Life & Annuity Insurance Company. Representatives of GWFS Equities, Inc. are not registered investment advisors, and cannot offer financial, legal or tax advice. Please consult with your financial planner, attorney and/or tax advisor as needed.

Great-West FinancialSM refers to products and services provided by Great-West Life & Annuity Insurance Company (GWL&A), Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York (GWL&A of NY), Home Office: White Plains, NY; its subsidiaries and affiliates. The trademarks, logos, service marks, and design elements used are owned by GWL&A. ©2013 Great-West Life & Annuity Insurance Company. PT# 183896 (10/2013)