

HOW CAN SMALL BUSINESSES GAIN A COMPETITIVE EDGE IN THE MARKET?

Here are three tips from Lincoln Financial Group

1

ATTRACT AND RETAIN TOP TALENT

OVER 50% of employees agree benefits employers offer influence their decision to join a company.

87% are more likely to enroll in benefits they are familiar with and educated about.¹



MEDICAL



DENTAL



VISION



RETIREMENT SAVINGS PLANS

2

THINK ABOUT RETIREMENT

For you, your business and your employees

86% of employees are focused on saving and planning for their future¹

Retirement plans are especially valuable to **Millennials** and **Gen-Xers**, who believe an employer-sponsored retirement plan will be their top source of income in retirement.²



3

PROTECT YOUR BUSINESS, EMPLOYEES, AND LOVED ONES

Business owners face the financial risk associated with the loss of an essential employee. Life insurance and disability insurance products can help mitigate these risks and protect your personal and professional interests.



MEETING WITH A FINANCIAL ADVISOR CAN HELP TURN THESE TIPS INTO A COMPREHENSIVE BUSINESS PLAN.

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¹ 2017 Employee Benefits Study, Lincoln Financial Group <http://newsroom.lfg.com/2017-employee-benefits-study>

² 2016 American Consumer Study, Lincoln Financial Group <http://newsroom.lfg.com/2016-american-consumer-study>

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