Equity compensation in uncertain times: Helping participants manage the storm.

The daily rise and fall of markets is to be expected, but like choppy waters, more volatile shifts can be unsettling for any investor. There are ways to manage expectations while reducing participant anxiety along the way.

Understand what’s making waves
There are many potential sources of participant uncertainty:

- Company stock performance
- Lack of general knowledge about equity compensation
- Company changes, such as mergers, acquisitions, or new leadership
- Changes in personal life, such as a divorce or a child heading to college
- Tax implications of awards
- Portfolio concentration of company stock
- Asset allocation
- Time horizon
- Risk tolerance
- Diversification

Help participants chart a course
When participants have a solid, long-term plan, they tend to feel more confident and be less likely to make knee-jerk decisions. A financial wellness checkup by your stock plan brokerage can help them assess factors like:

- Reassure participants during short-term market fluctuations by helping them focus on the long-term benefits of investing and clearly communicating stock plan details. Encourage participants to:
  - Work with a financial professional to map out a long-term plan
  - Revisit their plan and make adjustments as needed
  - Get to know their awards, vesting schedule, and tax implications

Did you know?
Only 19% of companies share informational materials with stock plan participants other than the required prospectus on a regular basis. *

Put our experience to work for you.
TD Ameritrade Stock Plan Services can help you navigate participant uncertainty. Contact us today:
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