

There's a Mysterious \$400 Billion Elephant in Room 401(K)

Many think that they know this bizarre creature, but they usually don't. The few who admit confusion simply stay away. Only one fact is known for sure: This animal is owned by a few bundled service providers for reasons that don't seem right – a mystery surrounding another mystery. Here are some examples of what pundits believe this beast to be. Do you recognize it?

- A bet against equity markets
- A marketing ploy
- A strategy to replicate defined benefit pension plans
- A big mistake that regulators have created
- A way to manage longevity risk
- An approach to replacing pay in retirement
- A fiduciary's nightmare
- A fiduciary's safe harbor



In case you haven't guessed by now, please scroll down to see the true identity of this mysterious \$400 Billion elephant and the reason that this poor beast is so misunderstood. Then if you'd like to grasp the whole picture of what this creature can & should be please visit the [Library](#), especially [De-risking](#) and [Life Cycles](#). Thanks.

A Classic Metaphor Applies to Target Date Funds

The Six Blind Men Around the Elephant

