

Alera Group Retirement Plan Services Acquires Fraser Group

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Prominent industry leader George Fraser and team join Scottsdale, Arizona office

Deerfield, IL (December 12, 2023) — Alera Group, a top independent national insurance and financial services firm, announced today the acquisition of Fraser Group, a retirement plan consulting practice led by retirement industry leader George Fraser. Fraser and his Scottsdale, Arizona-based team will continue in their existing roles and combine operations with the retirement plan services division of Benefit Commerce Group, an Alera Group Company (BCG). Scottsdale-based BCG provides diversified services across employee benefits, commercial property and casualty insurance and retirement plan services.

“George Fraser is one of the leading lights in the retirement plan industry, and we’re thrilled to welcome him and his team to Alera Group Retirement Plan Services,” said Christian Mango, Executive Vice President and National Practice Leader, Retirement Plan Services.

Fraser is known nationwide for retirement plan innovations. In 2022, Fraser’s PENNIES ON THE DOLLAR® model was a centerpiece of research by behavioral economist Shlomo Benartzi and his team at UCLA, Carnegie Mellon and Cornell, which showed plan participants save about 20% more when presented with deferral rates in terms of pennies rather than percentages.

“The addition of Fraser Group and George’s outstanding stature within the industry are significant enhancements to BCG’s retirement plan services division,” said Scott Wood, Managing Partner and Principal of BCG. “We know that utilizing the concepts that George and his team have developed will provide the very best service and support to our existing clients and our prospective new clients. BCG’s retirement plan services division will now include both BCG 401(k) Advisors and Fraser Group as we address retirement plan needs of employers of all sizes.”

Fraser and his team will continue serving existing clients as well as growing their practice across a wide range of plan sizes. “My team and I have built our practice by focusing on trying to do the right thing to change the dynamic for retirement plan participants,” said Fraser. “That includes cutting the jargon and talking in ways people connect with. It also means helping plan sponsors craft exemplary plans they can be confident about.

“We looked at various scenarios for growing our practice’s reach, and Alera Group Retirement Plan Services was clearly the best fit,” Fraser added. “There aren’t many places where an advisor can walk into a firm of any size—from a small business to a global enterprise—and offer best-in-class solutions. Most importantly, we share a dedication to doing the right thing to help people.”

Terms of the transaction were not disclosed.

About Alera Group Retirement Plan Services

Alera Group Retirement Plan Services, a division of Alera Group, services a wide variety of plans including 401(k), profit sharing, defined benefit, cash balance, 403(b), 457, PEP and deferred compensation. Advisors work with plan sponsors on plan design, financial wellness, investment analysis, benchmarking and fiduciary plan governance. Learn more at <https://retirementplanservices.aleragroup.com>.

About Alera Group

Alera Group is a top independent, national insurance and financial services firm with more than \$1.3 billion in annual revenue, offering comprehensive employee benefits, property and casualty insurance, retirement plan services and wealth services solutions to clients nationwide. By working collaboratively across specialties and geographies, Alera Group’s team of more than 4,000 professionals in offices nationwide provides creative, competitive services that help ensure a client’s business and personal success. For more information, visit <https://aleragroup.com> or follow us on [LinkedIn](#).

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