

MLR Success Story: Jim Montgomery

How FSR helped MLR become exclusive provider for Lima Memorial Health System.

Jim Montgomery, a financial services representative from Ohio, has been working with Lima Memorial Health System since 2001. After learning that Lima wanted to consolidate MLR's 403(b) program and an existing 401(k) plan to an exclusive provider, Jim was determined to close that sale. "Being Lima's sole retirement provider is a great opportunity to further develop our relationship, as well as to demonstrate our capabilities for both plans," says Jim. "For a case like this, you can't just sit around and not be productive."

After many months of planning with the Case Acquisition team and several meetings with the client, MLR has been selected as the exclusive retirement provider for Lima, a nonprofit hospital with over 1,600 employees within the 10-county area of Lima, OH. Lima will continue to access MLR's value-added services, including on-site educational sessions, a recordkeeping platform to help streamline administrative processes, and a vast array of investment options for the 403(b) and 401(k) plans.

One key factor that helped Jim win the case is MLR's personalized, on-site consultation. As Lima's representative, Jim is at the hospital two days a week meeting employees to review their financial needs. Plus, he schedules monthly meetings with the hospital board to discuss product offerings and services. Through his experience, Jim believes that face-to-face meetings are great as both educational tools for Lima, as well as "branding" tools for yourself. "Consistent in-person meetings are not only helpful in informing clients about MetLife, but you're also providing a 'face' for the brand because they know who you are, who you work for and what you can do," says Jim.

When it comes to challenges, frequent employee turnarounds within the hospital board can be very difficult, especially in the healthcare industry. Jim, on the other hand, considers this as a benefit. "I get to learn fresh and innovative ideas from new decision makers who want to enhance their benefits program for their employees," says Jim.

Even though MLR has the tools, reputation and history to help win the case, Jim advises that a win doesn't happen overnight. "Hard work, determination and establishing a strong client relationship are extremely helpful in closing the sale," says Jim. "Acquiring a case is a long-term process. You have to follow up and stay committed to your prospects if you know there's a reward."

MLR Success Stories: If you or someone you know have a success story that you would like to share for the MLR Times, please send your stories over to resources@metlife.com and mention "MLR Success Story" on the subject line.



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Jim Montgomery

- An MLR employee for 10 years
- 20+ years of experience in the financial industry
- Graduate of Miami University in Oxford, OH
- Client base mostly in the healthcare industry