



Employer guide

Offering a 529 college savings plan to your employees

College savings without taxes, employer costs or administrative headaches

The value of a college degree is higher than ever, but costs are too. Establishing an employer group plan with **New York's 529 Advisor-Guided College Savings Program**[®] can help your employees invest more for college – without more effort and expense for you.

Why offer a group 529 plan?

Employee benefits

- Tax-deferred investment growth
- Tax-free withdrawals for qualified education expenses¹
- No sales charges to invest, so more money goes toward college
- Professionally managed investments
- Flexible contribution options, including payroll direct deposit

Employer benefits

- No start-up costs or recordkeeping expenses
- Easy to set up and administer
- No annual tax filings
- No fiduciary responsibilities
- No restrictions on the number of participating employees
- Differentiates your benefits program
- Enhances employee morale, retention and recruiting

Your financial professional can get you started in two simple steps

1. Establish your Group ID

- Complete the *Employer Group Verification Form* to receive your Group ID, which must be included on all employee *Enrollment Applications* to ensure they receive the special group benefits.

2. Educate and enroll employees

- Distribute materials detailing the Plan's features, benefits and investment choices.
- To enroll, employees must fill out an *Enrollment Application* and include the Group ID to receive the sales charge waiver.
- Employees may contribute via payroll direct deposit, check, electronic bank transfer, automatic investment plan and rollovers from another 529 plan. Direct deposit can be set up on the initial *Enrollment Application*, via the *Payroll Direct Deposit Confirmation Form* or online at www.ny529advisor.com.

¹Earnings on non-qualified withdrawals may be subject to federal income tax and a 10% federal penalty tax, as well as state and local income taxes. New York State tax deductions may be subject to recapture in certain additional circumstances such as rollovers to another state's 529 plan, withdrawals used to pay elementary or secondary school tuition, qualified education loan repayments, or rollovers to a beneficiary's Roth IRA accounts described in the Disclosure Booklet and Tuition Savings Agreement. State tax benefits for non-resident New York taxpayers may vary. Tax and other benefits are contingent on meeting other requirements. Please consult your tax professional about your particular situation.

The Advisor-Guided 529 Plan at a glance

Broad investment choices, experienced management

- Investment expertise from J.P. Morgan Asset Management
- Dedicated team of professionals builds portfolios, selects investments and makes adjustments as markets change over time
- One age-based option, six asset allocation portfolios and 18 individual portfolios, including a stable asset income option

New York state tax deduction

- Employees living or working in New York can deduct up to \$5,000 in Plan contributions from state income taxes each year, or \$10,000 if married filing jointly¹
- Plan participation not limited to New York – available to employers and employees across the U.S.

Easy, low-cost administration

- One simple form to get started
- No added expenses, administrative requirements or fiduciary responsibilities
- Financial professional assists you and your employees throughout



To learn more about New York's 529 Advisor-Guided College Savings Program:

Consult your financial professional

Visit www.ny529advisor.com

Call 1-800-774-2108 (8am–6pm ET, M–F)

¹Deductions may be subject to recapture in certain circumstances, such as rollovers to another state's plan; distributions for tuition expenses in connection with enrollment or attendance at an elementary or secondary public, private or religious school; or qualified education loan repayments.

For more information about New York's 529 Advisor-Guided College Savings Program, you may contact your financial professional or obtain an Advisor-Guided Plan Disclosure Booklet and Tuition Savings Agreement at www.ny529advisor.com or by calling 1-800-774-2108. This document includes investment objectives, risks, charges, expenses, and other information. You should read and consider it carefully before investing.

Before you invest, consider whether you or the Beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state's qualified tuition program.

The Comptroller of the State of New York and the New York State Higher Education Services Corporation are the Program Administrators and are responsible for implementing and administering New York's 529 Advisor-Guided College Savings Program (the "Advisor-Guided Plan"). Ascensus Broker Dealer Services, LLC serves as Program Manager for the Advisor-Guided Plan. Ascensus Broker Dealer Services, LLC and its affiliates have overall responsibility for the day-to-day operations of the Advisor-Guided Plan, including recordkeeping and administrative services. J.P. Morgan Investment Management Inc. serves as the Investment Manager. J.P. Morgan Asset Management is the marketing name for the asset management business of JPMorgan Chase & Co. JPMorgan Distribution Services, Inc. markets and distributes the Advisor-Guided Plan. JPMorgan Distribution Services, Inc. is a member of FINRA.

No guarantee: None of the State of New York, its agencies, the Federal Deposit Insurance Corporation, J.P. Morgan Investment Management Inc., Ascensus Broker Dealer Services, LLC, JPMorgan Distribution Services, Inc., nor any of their applicable affiliates insures accounts or guarantees the principal deposited therein or any investment returns on any account or investment portfolio.

New York's 529 College Savings Program currently includes two separate 529 plans. The Advisor-Guided Plan is sold exclusively through financial advisory firms who have entered into Advisor-Guided Plan selling agreements with JPMorgan Distribution Services, Inc. You may also participate in the *Direct Plan*, which is sold directly by the Program and offers lower fees. However, the investment options available under the Advisor-Guided Plan are not available under the *Direct Plan*. The fees and expenses of the Advisor-Guided Plan include compensation to the financial advisory firm. Be sure to understand the options available before making an investment decision.

The Advisor-Guided Plan is offered through financial intermediaries, including broker-dealers, investment advisers and firms that are registered as both broker-dealers and investment advisers and their respective investment professionals. Broker-dealers and investment advisers are subject to different standards under federal and state law when providing investment advice and recommendations about securities. Please ask the financial professional with whom you are working about the role and capacity in which their financial intermediary acts when providing services to you or if you have any questions in this regard.

The Program Administrators, the Program Manager and JPMorgan Distribution Services, Inc., and their respective affiliates do not provide legal or tax advice. This information is provided for general educational purposes only. This is not to be considered legal or tax advice. Investors should consult with their legal or tax advisors for personalized assistance, including information regarding any specific state law requirements.

If you are a person with a disability and need additional support in viewing the material, please call us at 1-800-774-2108 (M-F, 8 a.m. – 6 p.m. ET) for assistance.

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