



PRESS RELEASE

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For Immediate Release

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THE CERRADO GROUP ANNOUNCES BENEFITS ADMINISTRATORS,LLC AS NEWEST MEMBER FIRM

NATIONAL – The Cerrado Group is pleased to announce its 7th new member firm since its launch. Effective August 20, 2023, Benefit Administrators, LLC will become a member firm of the group. The firm was founded in 1995 and its CEO is Leslie O’Bryan. Headquartered in Lexington Kentucky, Benefit Administrators has spent the last 28 years in operation growing to become one of the largest and most respected firms in the region, serving more than 1,100 plan sponsors of every imaginable size.

Says O’Bryan of joining the group, “Benefits Administrators, LLC is excited to join the Cerrado Group. We look forward to the opportunity to work in partnership with the best TPA practices across the country to build state of the art technologies and groundbreaking best practices for our clients and financial advisors. As the retirement industry continues to change and evolve, this community will allow us to continue to provide best in class service and retirement plan guidance to our valued plan sponsors.”

“Having known Benefits Administrators and Leslie O’Bryan for many years, I am thrilled to have another firm of such quality and expertise join The Cerrado Group. Leslie is a leader both in her geographical area and among her colleagues and industry front runners. Benefit Administrators will compliment and strengthen the strategic goals of our group and fulfill the goal of bringing the best of best to help shape the solid future of the TPA industry. We welcome Leslie to TCG and embrace another great member”, says Trina Gross, CEO of Acuff and Associates, a founding member firm of the group.

The addition of Benefits Administrators brings the Cerrado Group membership to 14 firms representing the best that the industry has to offer, both from a service and industry wide knowledge base point of view. These firms have a footprint that covers more than 87% of the nation and service retirement plans of all types, that total more \$44.5 billion in assets under management in over 24,000 plans and serving more than 900,000 participants. The Cerrado Group continues to grow organically as new member firm applicants are identified and vetted for inclusion. Making a continuing impact on the industry, members can be seen speaking at industry events, sales meetings, educational forums, and industry webinars, sharing their knowledge and expertise with other firms, advisors, and employers.

About the Cerrado Group:

The Cerrado Group was founded by Nine of the nation’s preeminent Third Party Administrator (TPA) consulting firms. This member only, 501(c)(6) Trade Association was established to offer an entirely new approach to the highly specialized work of retirement plan design, reporting, compliance, administration, and industry education. The Cerrado Group members, while remaining independent regional operators, actively combine their vast resources to fully serve the retirement plan industry at large.

Website:

www.CerradoGroup.org

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