

THE BENEFITS OF BENEFITS FOR Small BUSINESSES

For small businesses, benefits can sometimes feel like a nice-to-have. But MetLife's annual *Employee Benefit Trends Study* shows that a competitive benefits strategy delivers tangible returns that can directly impact the bottom line.

MetLife

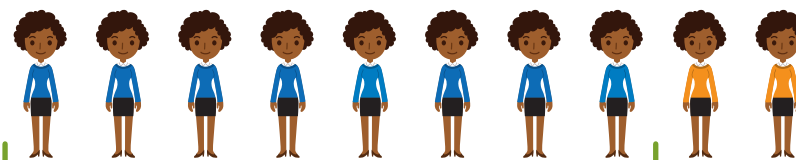


KEEP THE BEST AND THE BRIGHTEST

Did you know that replacing an employee costs an estimated 20% of the employee's annual salary?¹ Benefits are an important reason employees stick around. In fact, at companies that offer 5 or more benefits, **employees are 35% more likely to stay.**²



64% OF EMPLOYEES SAY THAT HAVING BENEFITS CUSTOMIZED TO MEET THEIR NEEDS WOULD INCREASE THEIR LOYALTY TO THEIR EMPLOYERS.



8 IN 10 small business employees say having benefits gives them peace of mind for the unexpected.

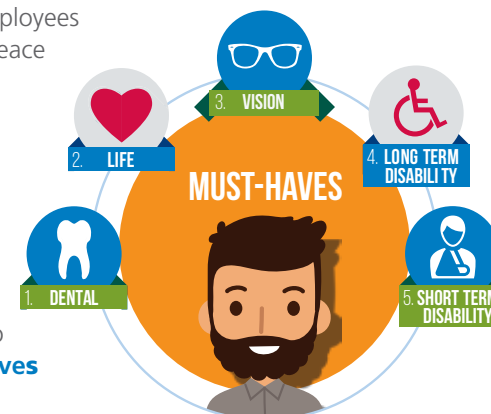
GET MORE WORK DONE

77% of employees say they're less productive at work when they are worried about personal financial problems. **Benefits can take some of the pressure off.**



MAKE THE MOST OUT OF BENEFITS

Taking a strategic approach to benefits pays off. And adding benefits doesn't have to add costs. More than half of small business employees say they're willing to bear more of the costs in order to have more choices. **Take a look at their must-haves** after medical, prescription and retirement.



To explore benefit solutions for your small business,

Unless otherwise noted, all information from the 14th Annual U.S. Employee Benefit Trends Study, 2016.

¹ "There are Significant Business Costs to Replacing Employees," Center for American Progress, 2012.

² 13th Annual U.S. Employee Benefit Trends Study, 2015.