



common wealth

Benefits Alliance Announces Common Wealth as New Preferred Solutions Provider

CONCORD, May 1, 2025

Benefits Alliance is proud to announce that Common Wealth has been selected as a new Preferred Solutions Provider. Through a combination of digital technology and personalized service, Common Wealth makes it easy for advisors and their clients to offer high-quality group retirement plans. Common Wealth specializes in serving small and mid-sized employers and in delivering a member experience that provides Canadians with a retirement plan for life.

“Our Group Retirement Committee has many of its members that had recommended we consider Common Wealth as a PSP (Preferred Solutions Provider), as their offering has proven to be an extremely smooth and straight forward experience for our advisors and their group clients when it comes to selecting a plan and onboarding,” said Carolyne Eagan, President of Benefits Alliance. “In addition, I can see the commitment and passion this organization has to helping move the needle in the space of retirement security for Canadians, which is also a great fit for our organization.”

“We’re excited to partner with Benefits Alliance, a respected organization that shares our commitment to growing and strengthening the group retirement industry. Together, we can help advisors accelerate the growth of their practices while improving retirement outcomes for Canadians,” said Alex Mazer, Co-Founder and CEO of Common Wealth.

Through this partnership, Common Wealth expects to reach a wider network of advisors, helping them grow their group retirement practices and sharing best practices about how to improve our industry. Benefits Alliance’s trusted reputation and strong connections will amplify Common Wealth’s mission to make financial security in retirement accessible to everyone.

About Common Wealth

Common Wealth is driven by its mission to make retirement security accessible to everyone, currently serving over 1,000 employers and members across Canada, with especially rapid adoption among SMBs and the advisors who serve them. Common Wealth’s vision is to provide its members with a “retirement plan for life” that extends beyond the workplace, and to offer its advisor partners the best platform to power the growth of their businesses. Common Wealth’s retirement technology platform has been awarded Pensions & Investments’ global Innovation Award for Best Technology.

About Benefits Alliance

Benefits Alliance is Canada’s leading organization of independent benefits advisory firms. As an industry-leading not-for-profit association, Benefits Alliance focuses on education, collaboration, and advocacy by providing our members with tools, resources, and unique proprietary products and services that meet and exceed client expectations. Their members, who are employee benefit and retirement plan specialists, work with more than 13,000 employer plan sponsors who collectively have over two million Canadians enrolled in their plans.



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