## GUIDE TO RMDs

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UX Design + Content Lead, Fidelity Investments

# What is an RMD anyway?

## Required Minimum Distribution (a.k.a. RMD)

The minimum amount of money the IRS requires you to withdraw from your IRA each year after you turn 70½



## Why RMDs?

After visiting the Fidelity.com, more than 50% of RMD customers call representatives for help with their IRA withdrawal.



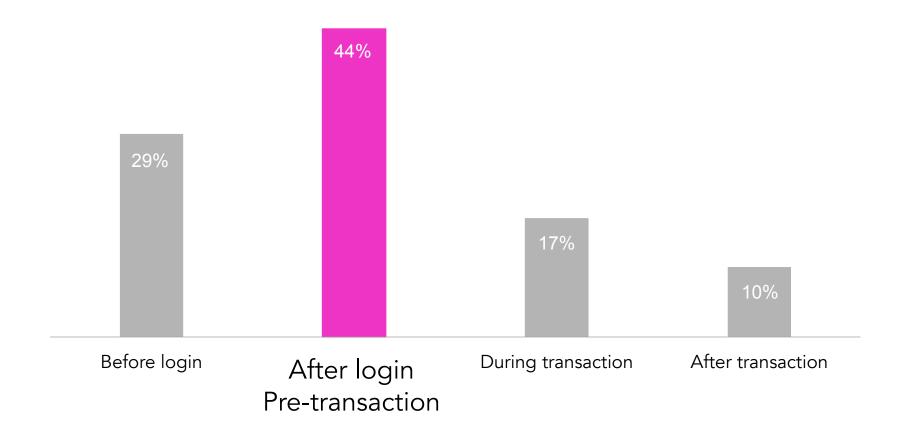
**975,000**# of RMD customers in 2016



550,000 RMD calls per year

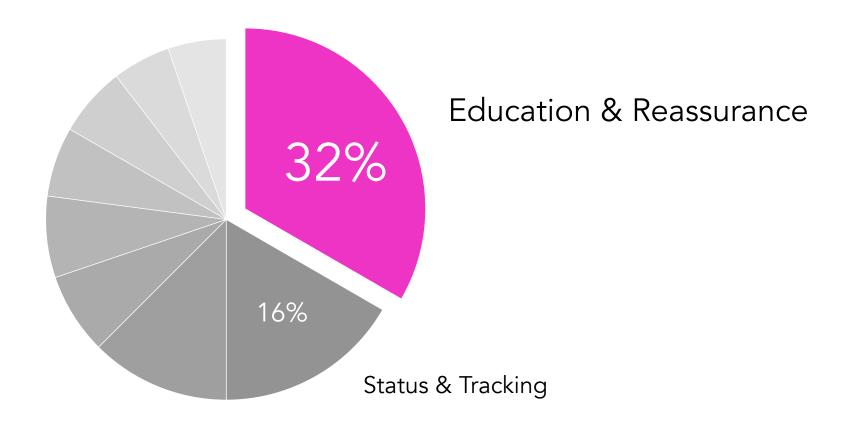
## When are customers calling?

73% of customers call us before even reaching the online transaction



## Why are customers calling?

32% of customers call to make sure they understand and are on the right track



It's time for a content audit.

## Where does Fidelity.com fall short?

Reviewed over 180+ pages using the top 10 search results

64%

of onsite search results weren't relevant to the customer intent

78%

pages had no direct path to take action

## Learn More Loop

The end to end experience is disjointed, putting too much guesswork on the customer and leading them down too many pathways.

### Harvard Law Review

RMDs are complicated to understand, the language is so jargon heavy that it requires a higher level of education to comprehend.



15.1400 + 0.170 (1.14%) 1,235,885 AS OF 3 44 PM ET 619316. Quotes delayed at least 15 minutes.

Withdraw Money from Your Fidelity Retirement Accounts

Options for taking withdrawals from your individual retirement account (IRA), based on your age and account type

Take an Early Withdrawal How to take withdrawals if you are under the age of 59%

Take a Withdrawal How to take withdrawals if you are between the ages of 59% and 70

Minimum Required Distributions How to take minimum required distributions (MRDs) if you are 70%+

Retirement Distribution Center a

Track and manage distributions from your retirement and inherited retirement accounts, including minimum required distributions (MRDs).

Stock Research Center

Fidelity makes finding investment ideas easy with the Stock Research Center.

What You Can Trade: Stocks

Uncover new opportunities, dig in to the details, and evaluate your choices before and after you trade.

Minimum Required Distribution (MRDs) - Fidelity

Minimum Required Distributions (MRDs) If you own a Traditional IRA, learn about withdrawals you're required to take. Turning age 70% is a ... that's when you must begin ...

Minimum Required Distribution Rules & FAOs - Fidelity

IRA FAQs: Minimum Required Distributions (MRDs) Benefits and Rules Rollovers Roth IRAs Minimum Required Distributions (MRDs) Benefits and Rules Rollovers Roth IRAs ...

How to Take a Minimum Required Distribution (MRD) from Your ...

How to Take a Minimum Required Distribution (MRD) From Your IRA If you're over the age of 70% and you're ready to take your MRD\* from your Fidelity IRA, .....

Transferring Assets - Inheritance - Fidelity

... in value Estate Planning and Inheritance Glossary close minimum required distribution (MRD) mandatory, minimum yearly withdrawals that generally must ... without the ...

MRDs for Inherited IRAs

MRD Rules for Inherited IRAs If you've inherited an IRA, learn about the minimum required distributions (MRDs) you may need to take soon, as ... For All Inherited ...

Remember the MRD Deadline - Fidelity

Don't forget to take MRDs by Dec. 31 Failure to take minimum required distributions on time may mean tax penalties. Fidelity Viewpoints - 10/21/2015 401[ ... 31 is fast ...

Learn about Retirement - Fidelity

... this checklist to help you prepare to take minimum required distributions (MRDs).", 'author' : ", 'source' : ", 'headline' : ", 'date' : ", 'image' : ", 'duration' ....

1 2 3 4 5 6 7 8 9 10 Next

From our experts

Timing your MRDs - Fidelity

Using a OLAC to Make Retirement Income for Life - Fidelity

Remember the MRD Deadline Fidelity

**Fidelity Learning Center** 

Should You Delay Your First MRD?

Taking MRDs - Fidelity

Making Sense of MRDs - Fidelity

News from around the web

5 Ways to Avoid Taxes on Your Social Security Benefits

Time's up: Millions of Americans are about to lose Social Security benefits

MARKETWATCH

Did you find what you were looking for?

d Yes 9 No

Contact Us

800-343-3548 Chat with a representative

Find an Investor Center

### Minimum Required Distributions (MRDs)

FIGELITY CUSTOMER SERVICE | OPEN AN ACCOUNT | WHY FIDELITY | REFER A FRIEND | LOG IN Search or get a quote

If you own a Traditional IRA, learn about withdrawals you're required to take.

Turning age 701/2 is a major milestone if you own an IRA. If you have a Traditional IRA, that's when you must begin withdrawals, or minimum required distributions (MRDs), also known as required minimum distributions or RMDs. MRDs are mandatory, minimum yearly withdrawals that generally must be taken starting in the year the IRA account holder turns 701/2.

If you inherit an IRA, you will generally be required to begin taking MRDs by a certain date or incur a penalty; see MRD Rules for Inherited IRAs for more details.

For Roth IRAs, there are no MRDs for the original owner. If you have both kinds of IRAs, withdrawals from a Roth IRA will not help satisfy your annual MRD requirement for your Traditional IRA.

**Taking MRDs** 

Home - Guidance & Retirement - Retirement Planning - Learn About IRAs -

Q. Learn About IRAs

THE BASICS

What Is an IRA?

Compare Four

401(k)

Inheriting an IRA?

Spending vs. Investing

Options for Your Old

INVESTING YOUR IRA

Contributing to Your

Choosing Investments

Converting to a Roth

WITHDRAWING FROM

Withdrawing From

Minimum Required

Distributions

Withdrawals From

Your Inherited IRA

LEARN MORE

IRA Tools &

Calculators

for Your IRA

YOUR IRA

Your IRA

(MRDs)

Required

You generally have until April 1 of the year following the calendar year you turn age 701/2 to take your first MRD. In subsequent years, the deadline is December 31. MRDs will be required each year for the remainder of your life after 701/2.

Penalties for taking less than your MRD after 701/2 can be severe-up to 50% of the amount not taken.

In addition to being mindful of MRDs, you should also consider creating an overall plan for taking withdrawals that includes all of your retirement income sources.

**Determining your MRD amount** 

Generally, the amount of your MRD is determined by dividing the adjusted market value of your account as of December 31 of the prior year by an applicable life expectancy factor. You can use the Uniform Lifetime Table (PDF) to find your life expectancy factor or our MRD Calculator of to help determine what you'll be required to withdraw.

You can also use our Retirement Distribution Center to help manage your MRDs. Get estimated MRDs for your Fidelity IRAs (Traditional IRAs, SEP IRAs, SIMPLE IRAs, Rollover IRAs, and all small-business retirement plans). Our system also keeps track of withdrawals and allows you to schedule automatic withdrawals on a monthly, annual, or customized basis. Learn more about our Retirement Distribution

How MRDs are taxed

MRDs are taxed as ordinary income for the tax year in which they are taken and will be taxed at your applicable individual federal income tax rate. MRDs may also be subject to state and local taxes. If you made nondeductible contributions to your IRA, you must calculate your MRD based on the total balance, but your taxable income may be reduced proportionately for the after-tax contributions. Please consult a tax advisor to learn more.

Donating MRDs to charity

One exception to MRDs being taxed as ordinary income occurs when MRDs are taken as Qualified Charitable Distributions (QCDs). A QCD is a direct transfer of funds from an IRA custodian, payable to certain qualified charities, allowing a taxpayer, age 701/2 or older, to exclude the amount donated from taxable income. Learn more about QCDs.

Next steps

**Retirement Distribution Center** 

See how our Retirement Distribution Center can help you calculate and manage your minimum required distributions for your Fidelity IRAs (Traditional IRAs, SEP IRAs, SIMPLE IRAs, Rollover IRAs, and all smallbusiness retirement plans)

Enroll in our Automatic Withdrawals Service #

Simplify your MRDs by letting Fidelity help ensure you meet IRS requirements and deadlines.

Planning & Guidance Center

Get a holistic view of your retirement plan and explore changes that may help you become better prepared.

Questions? 800-343-3548

Chat with a representative Find an Investor Center

@ Print E Email O Share AAA

What we offer

Guidance & Retirement

Traditional IRA Roth IRA

401(k) Rollover

From our experts

Will your savings last?

Where will my income come

Smart IRA withdrawal strategies

Guidance provided by Fidelity through the Planning & Guidance Center is educational in nature, is not individualized, and is not intended to serve as the primary basis for your investment or

Fidelity does not provide legal or tax advice. The information herein is general and educational in nature and should not be considered legal or tax advice. Tax laws and regulations are complex and subject to change, which can materially impact investment results. Fidelity cannot guarantee that the information berein is accurate, complete, or timely. Fidelity makes no warranties with regard to such information or results obtained by its use, and disclaims any liability arising out of your use of, or any tax position taken in reliance on, such information. Consult an attorney or tax professional regarding your specific situation.

Research

Guidance & Retirement

Investment Products

Portfolio Summary » Retirement Distribution Center

Print | AAA

### Retirement Distribution Center AS OF 10/06/2016

Attention - Your account information cannot be calculated at this time. Please try again later or call 1-800-343-3548.

### Minimum Required Distribution (MRD)

For the year:



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**Estimated** 

Your estimated MRD is: 2

So far you have withdrawn:

Generally, must take MRD by December 31. Learn more.

\*Important: Estimated MRD is based on only the accounts listed below. If you have a 401(k), 403(b), or certain qualified (IRA) annuity account, the MRD for those accounts is not included in this estimate.

**Current Balance** 

### Ways to Get Your Money

#### Schedule automatic withdrawals

Set up a regular withdrawal schedule, including making sure you take your MRD (when applicable). Learn more.

### Make one or more individual withdrawals

Decide when and how much to withdraw each time. Learn more.

Tip: Get your money faster and keep it working for you.

Federal Tax

### Questions?

800-544-6666

Instant message a representative.

Find an Investor Center.

### Manage your accounts in one place

Do you have retirement accounts outside of Fidelity? Consider moving them to Fidelity, so you can track and manage all of your retirement accounts in one place.

### Just getting started?

How can I make my money last in retirement

What should I know about withdrawals in retirement?

Where can I get answers to questions about tax forms, statements and deadlines?

Watch a webinar on MRDs

View a video tour of RDC

### Retirement Account Details

Account Name	3	MRD ②	Withdrawals	Withheld ②	Withheld ②	Withdrawals	3
INDIVIDUAL RETIREMENT ACCOU	UNTS ?						
Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	

YTD

### **News & Insights**

GOVERNMENT UPDATE No update

FIDELITY VIEWPOINTS Should you take Social Security at 62? GUIDANCE Fidelity Income Strategy Evaluator Tool<sup>SM</sup>

State Tax Automatic



○ Fidelity

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servent Anaparon Garrier, \* Trace Secrement, Starts, \* Starts, to, Make at Plant, \* Minimum Required Distribution Results

#### You are not required to take a \$617 MH \$

Based on the information you entered generally you are not based on the information you entered generally you see not audjact to MiCD requirements or your text defining determined economic until you reach age 15 is, and we have provided projected MEC amounts below, which begin in your 2018 when you was expured to loop leaving MECs.

Because you are over age 19 %, you may take withdrawals from your retirement accounts without incoming an early withdrawar persely. Proported because and IRRO accounts and for

You may want to print these results for your records.



Projected Minimum Required Date Bullions							
Tear	Attached Age	MRD Amount	Account Salance				
Jone.	71	\$10,094,34	\$279,130.66				
Mra	79	\$10,796.36	\$294,673.46				
2020	73	\$11,509.04	\$290,075.36				
3001	74	\$10,014.09	\$361,279.56				
2022	79	\$13,156.16	\$309,209.75				
2003	76	\$14,054.00	\$316,798.42				
2024	77	\$14,943.37	\$104,650.01				
2025	76	\$19,962.17	\$000,752.08				
2008	79	\$16,061.65	\$336,940.08				
mer	80	\$10,010,00	\$342,510,75				
2008	81	\$19,134.68	\$347,361.62				
2029	AZ	\$20,312.07	\$361,363.48				
2000	80	\$21,596.49	\$354,362.79				
2001	84	\$22,004.05	\$356,356,24				
2002	46	\$24,076,77	\$367,200.01				
2003		\$25,330.56	\$398,873.67				
2034	87	\$29,432.36	\$366,222.47				
2005	88	\$27,679,27	\$362,117,77				
2000		\$29,343.15	\$347,422.86				
2007	80	\$30,475.69	\$341,366,77				
2008	91	\$21,558.79	\$333,556.66				
2039	107	\$30,701.63	\$339,259.50				
2540	93	\$33,771.25	\$015,127.03				
2581	94	\$34,409.50	\$300,636.36				
35×2	98	\$34,957.72	\$296,723.19				
30×3		\$195,36F 62	\$271,386.89				
3044	67	\$36,759.99	\$254,660.61				
26MS		\$36,670.65	\$236,640.53				
20m8	- 10	\$39,319.48	\$217,665.69				
2067	100	\$34,586.06	\$198,012.84				
35×8	101	\$33,453.02	\$179,798.52				
25×8 25×9	162	\$10,506.62	\$158,605.60				
2050	169	\$00,509.54	\$139,362.46				
2061	104	\$28,445.40	\$100,660.62				
2082	105	\$04,400.66	\$162,321.54				
2053	106	\$24,362.27	\$86,121,78				
3054	107	\$21,406.16	\$69,254.20				
2058	108	\$19,717.39	\$10,364.04				
3056	109	\$14,789.60	\$42,971.96				
3058 3067	110	\$10,001.00	\$10,116.08				
2058	111	\$11,079.26	\$23,291.15				
2059	119	\$8,058.13	\$15,963.40				
2080	113	\$6,651.42	\$10,409.40				
2081	174	\$4,986.39	96,199.09				
3062	116	63,259.52	\$5,367.09				

The projected account balance in year 20 18 reflects the effect of The programmed accounts believe to open 20 ft influence the effect of pure selected with of refusion on pure accounts features, companied amountly. The projected future amounts are count for consider MERIA. The properties of these amounts are counted as and displaced for filteratives purposes only, security that the full MERIA is elithress on Discontine or I search pure, and that the leasance with in the account acres a trigosthesistal amount preceditional results that you was followed. Actual MERIA amounts in preceditional results that you was followed. Actual MERIA amounts in the contract of the your was followed. blure pears will differ and must be receipt, lated each year based on the actual prior year December 21 balance, adjusted if or the action principles and Unicomoted in Education Supposed or recessions the any cultilated grothouse, formalism, or changes in benefitiaries. The estimated future values in the table better are not meant to reflect the performance of any security. Period performance is no guarantee of future real fits. See 1990. latinated from motions for more information.

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Your substitute secure and services save of return 7 (60%).

The MFC Calculator is intended to serve as an informational test only, and should not be constituted as faight investment, or advise. Please consult with a law advisor or an investment professional about prior integral discussional entires.

The results from the MRD Collocator are based on the information that you provide firsulation that and are only an unit as the information provided by you. Therefore, Folially Investments, organic purposed the accuracy of the results.

The estimated value of your account is not intended to be indicative of future performance in any

The actual future value of your retirement accounts and the annual MRD amounts you may be required to take may be regime or tower based on the following:

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  The default amount use of section or incomments during the development and PS, You may ofwaring the parameters for the first processed as part of the MIDE Colonialism. Who exhaus other parameters are part of the MIDE Colonialism. Who exhaus of the MIDE Colonialism who exhaus of the MIDE Colonialism who exhaus on the MIDE Colonialism. Who exhaus of the MIDE COLONIALISM and the MIDE COLONIALISM and the MIDE COLONIALISM and MIDE COL
- The may begin being distribution from pure estimated accounts without incoming an early witholds principle orbits about the pure for page 50 h. If you do the actual account between may be tower when you do each age 70 h their the estimates include. The MRD Conclusion assumes that no extratopasts are made from retrainent accounts until after age 10 %. The calculator also assumes that only the armust MED amount is extratopast each year for purposes of calculating extinated below values for your extrement accounts and future settings.
- The MRD Calculator does not consider the effect of taxes on the actual amount you will read to from each MRD and the amount you will own in taxes on the withdrawar is not
- The MRC Calculator will not conveilly calculate MRCs for inherited accounts, because different calculation rules apply

For purposes of Bushallon, the calculations performed by the MRD Calculator use the following:

- compleme. One first MED collocation methods an obtaid in the 2002 that regulations are used to collocate as the collocate reserved in collocate case the 60 proteins above to the terminate that the collection above to the collocate case the 60 proteins above to the terminate VEMP collection above to the collection above that the collection above the collection abov
- The tool will only apply the Spouled Exception Joint Life Expectancy falls if the attorned again of your spools is greater than 10 years prompt that your attorned ago in the same coloridar year. You' stanced ago' is your ago upon your biffoliop in that coloridar year. Carrings or each account are serviced on the content 21 of each year.
- The SRO for each year is withdrawn on December 31 of each year for which you would be required to lake on WID.

The first MED must be latter by April 14 of the catenibr year following the year during which you other age 10 to 17 per territory is on or before June 50. The starting age will appear on 10, because you will be 17 to by the soul of that year 67 years before this sets on or disk July 1 to 17 to 18 per and of the July 1 to 18 per and 18 pe

### Additional notice about how netryment accounts are based. Ourflowlore from other or fish fifth or a Treatment RM before age 50 % may be subject to a 10% early withdraw person, unless certain acceptance ages.

With a Roth MA, you, as the original depositor, are not required to take MICle during your flatine. Destinations from a SEP MA, SMPLE MA, or Knopt before age SE's, may be extpact to a 10% early withdrawal penalty, unless certain exceptions apply

#### Note for Knoph participants who are all! working.

If you are not more than a 1% common of the functions you work for and you continue to work. Separated age 17 is for last been fee year or without you work for any you continue to work. Agent 1 of the collection office they are in winted you notice. The agents to you, the required from the price or winted you notice of the agents to you. The security from the thing the four the NRO Carculator may be traccurate. Please correct with your Plan Aproviotistor or be advisor to error pror missed teapword new

The 2002 final regulations and this calculator about not be used to calculate MRDs from qualified retirement plans (e.g., 401(k)) and Kasigh accounts) unless the plan has actigated the new 2002 final

#### BAGA

Fightly Britishings Services LLC, Marrier NYSE, 60YC 900 Salam Street Smithfast, Nr 52917

○ Fidelity

#### Minimum Required Distribution Results

#### Your 2017 MRD amount is: 96153.85

This amount was calculated using IRS regulations and the information you provided. The Linform Lifetime Table from the IRS was used to calculate MRDs. The deadline for taking your entire 2017 MRD is December 31, 2017

If you have more than one IRA, you may aggregate your MRD amounts for all of your IRAs and withdraw the total from any one r more IRA, or you may withdraw a portion from each of your PAA: Projected balances and HRD amounts are for Bustration anny.

You may want to print these results for your records.

Based on the information you specified, we have provided: projected MRID amounts below.

BACK CONTINUE

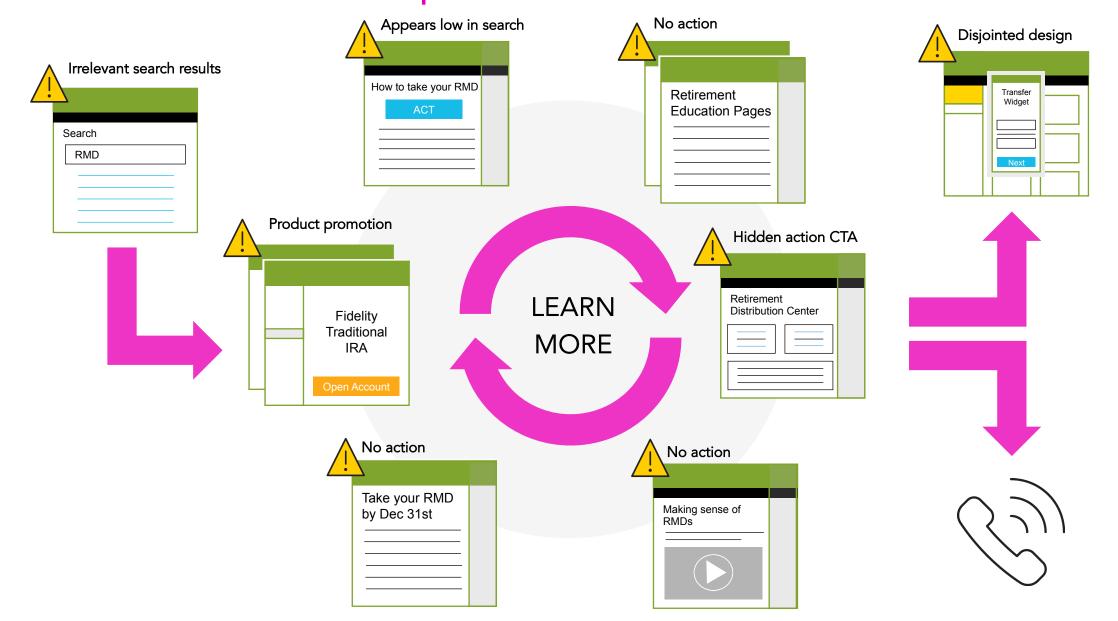
Your		Extimated	Estimated	
Year	Attained Age	<b>MRD Amount</b>	Account Balance	
2018	113	\$71,394,23	\$111,946.15	
2019	114	\$53,307.69	900,474.09	
2020	115	\$34,986.68	\$30,141.24	

The projected future amounts are calculated and displayed for flustrative purposes only, assume that the full MRD is withdrawn on December 31 each year, and that the balance left in the account earns a hypothetical annual investment return that you salected. Actual MRD amounts in future years will differ and must be recalculated each year based on the actual prior year December 31 balance, adjusted if necessary for any outstanding rollowers, transfers, or changes in beneficiaries. The estimated future values in the table below are not mapped to reflect the performance of any security. Past performance is no guarantee. of future results. See MHD Calculator Assumptions for more

### The information you

- Your account balance as of 12/31/2016 \$2000.000
- Your date of birth January
- Your selected assumed annual rate of return 7 (67%

# "Learn More Loop" – the current site structure



## Customer problem statement

"When I want to get my money, Fidelity.com makes it difficult for me to find what I need, understand what I should do, and confirm what I've done. Because of this, I'm not confident I'm doing the right thing, so I call a representative for guidance and reassurance."

# Setting the customer up for success

## "Act Plan Learn" – the content strategy



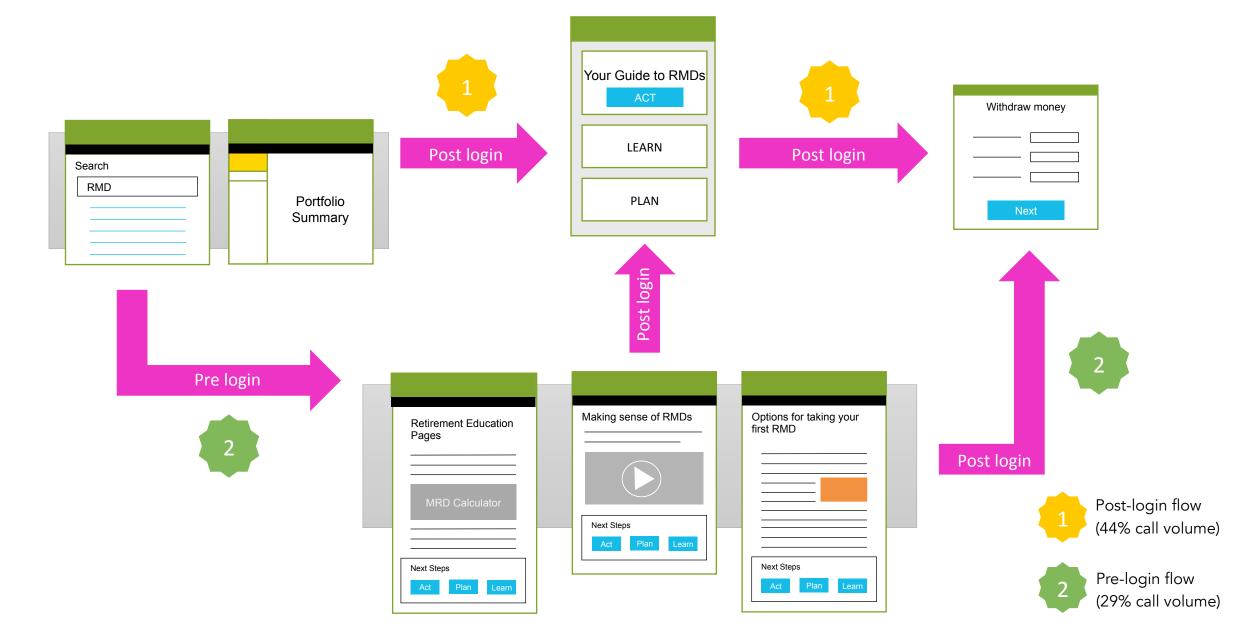
The goal of this strategy is to increase customer confidence.

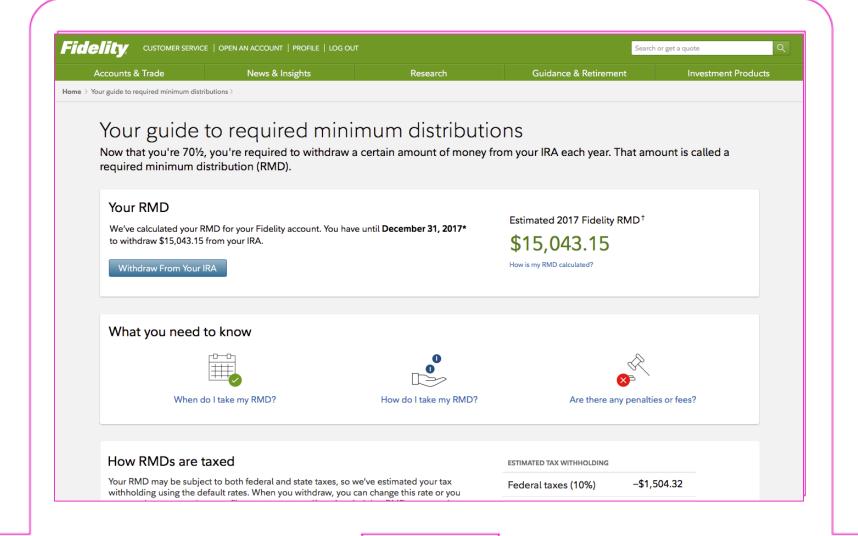
Simplicity – simple design and clear language with a conversational tone

Personalization – remove the guesswork by providing a personalized experience whenever possible

Customer Journey – surface the right content at the right time instead of pushing products

# Developing the new customer journey





## Establishing a content hierarchy

Using existing call listening date and after speaking with RMD phone representatives, we were able to narrow down the main reasons why first time customers call.

- 1. RMD amount, calculation and online transaction CTA
- 2. What you need to know the top 3 FAQs
- 3. Tax implications, estimates, and potential penalties
- 4. Fidelity's take on RMDs thought leadership
- 5. Planning and tools calculators and automatic withdrawals
- 6. Virtual Assistant customer service chat bot

## Guide to RMDs MVP1

Giving the answers to the top questions asked by customers who are taking their first RMD, all on one page.



85,000 calls per year



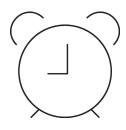
# of first time RMD customers in 2017



10:24 minutes per call

## The results are in!

We tested the Guide to RMDs against the current Retirement Distribution Center (RDC).



Average call time went down 2 mins



78% more automatic withdrawal starts



15.25%

(2)

Call volume went down

27%

more customers took their RMD online