

Who We Are

Simplicity Keystone is a leading executive benefit consulting firm based in Atlanta, specializing exclusively in serving non-profit organizations. We offer tailored solutions that help our clients attract, retain, reward, and grow their key leadership teams and highly compensated individuals.

Expertise

Multidisciplinary Approach

Our team is composed of seasoned professionals with extensive expertise in Tax, Accounting, Legal, Actuarial Science, Finance, Benefit Administration, and Recruiting. This multidisciplinary approach enables us to provide holistic and strategic guidance, ensuring our clients receive the most comprehensive support possible.

Specialized Focus

We understand the unique challenges that non-profit organizations face in today's competitive landscape. By focusing exclusively on non-profits, we deliver highly specialized solutions that address the specific needs of our clients.

What We Do

Tailored Executive Benefit Solutions

Simplicity Keystone designs, implements, and administers executive benefit programs that align with your organization's mission and long-term goals. Our proprietary solution, the SK Capital Accumulation Plan, offers organizations a leading-edge tool to support the recruitment, retention, and capital accumulation of top talent.

Comprehensive Services

From traditional Supplemental Executive Retirement Plans (SERPs) to innovative alternative compensation strategies, we offer a range of services designed to enhance the financial well-being of your leadership team while safeguarding your organization's resources. Our robust plan administration platform provides comprehensive management of all participant and plan sponsor benefit information, coupled with expansive record-keeping functionality.

Approach

Thoughtful Engagement Process

We begin every engagement with a thorough fact-finding process to fully understand the needs and goals of our clients. From there, we move into plan design, analysis, and feasibility studies to ensure the proposed solutions align with the organization's objectives. Once the plan is finalized, we oversee the entire implementation process, including documentation, participant education, and enrollment. Our commitment doesn't end there—we place a strong emphasis on ongoing plan administration and support, ensuring the plan's success over the long term.

Core Principles



Education

We empower clients to achieve their financial goals through comprehensive education on program designs and opportunities.



Value

We deliver best-in-class advice, solutions, and products to support a holistic talent management approach.



Partnership

We build and support mutually beneficial relationships that drive long-term success.

Objectives



Attract

Provide valuable benefits for key employees at every level.



Retain

Align capital and talent incentives with your long-term mission.



Reward

Establish a framework for measuring and rewarding key employee performance.



Grow

Reduce benefit expenses, enhance community perception, and plan for future growth.

Why Choose Simplicity Keystone?

Atlanta-Based, National Reach

While proudly headquartered in Atlanta, we are a subsidiary of Simplicity Group, a leading financial products distribution company with 69 offices and 3 national operation centers across the country. This affiliation enhances our national reach and provides our clients with access to a broad network of resources and expertise.

Proven Track Record

With over 75 years of combined experience, our consultants partner with nationally recognized non-profit organizations, particularly in the healthcare sector, to deliver tailored solutions that drive long-term success.



Ready to Transform Your Talent Strategy?

Unlock your organization's potential today. Contact our team to learn how our tailored executive benefit solutions can transform your talent strategy and drive long-term success.

Michael Falkenstein

michael.falkenstein@simplicitygroup.com

(404) 793-2659

Chris Kratochvil

chris.kratochvil@simplicitygroup.com

(470) 607-2824