HUMANITY LABS AI MAGAZINES

AI WORKFORCE JOURNAL

ISSUE NO. 3

Mariner's New Growth Engine

IN THIS ISSUE

How Mariner reads retirement plan filings at national scale and works the best opportunities first.

The Humanity Labs AI Workforce in action, with Mariner.

FROM THE EDITOR’S DESK

Welcome back to the *AI Workforce Journal*. In this issue we look at how Mariner Wealth Advisors is turning the national 401(k) plan universe into a growth pipeline.

Bryan Bakardjiev, who leads Mariner’s Institutional business, calls it “the front end of the growth engine”. Of the first 8,700 plans analyzed, 5,900 cleared Mariner’s screens, carrying roughly $20B in aggregate plan assets not currently advised by Mariner.

The starting point is public. Every company that sponsors a retirement plan files a Form 5500 with the Department of Labor, and all of those filings are public. There are about 850,000 of them a year, and any firm in this market can buy a cleaned copy of the same list. But then what? The list cannot tell you which plans might be worth a call, so firms qualify them by hand, one at a time, and work the few that arrive by referral.

Mariner, on the other hand, set its scope beyond anything that could be done reasonably with people alone. It’s taking on the whole nationwide plan universe.

And it got started fast. Its AI Workforce was trained on Mariner’s criteria and was reading filings within a weekend. It screens out the plans Mariner already advises, ranks what is left, and attaches a named contact to each one. The Institutional team starts at the top of the list.

That is the kind of work we built Humanity Labs to deliver: defined work, run to the firm’s own criteria, at a scale that firms could only aspire to before they had an AI Workforce.

Warmly,

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By the numbers

THE WORKFLOW	Institutional 401(k) prospecting, every Form 5500 filing in scope
THE UNIVERSE	About 850,000 private-sector plans file every year, all public
TIME TO PRODUCTIVE	Trained on Mariner's criteria and reading filings within a weekend
ANALYZED SO FAR	8,700 plans, of which 5,900 cleared Mariner's screens
THE OPPORTUNITY	Roughly $20B in aggregate plan assets not currently advised by Mariner
WHAT ARRIVES	A ranked plan, its fee percentiles, and a named contact
HIDDEN INCUMBENTS	Surfaced, because a plan whose short-form filing names no advisor may still have one

ABOUT THIS STORY

Figures are from Mariner's Institutional team and reflect the first 8,700 plans analyzed. Mariner has engaged Humanity Labs to provide AI Workforce and related services. Humanity Labs is not affiliated with Mariner.

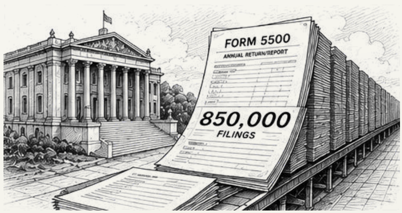
Every Filing in Scope, Ranked

How Mariner put an AI Workforce on the nationwide plan universe, and why its Institutional team now starts at the top of the list.

Companies that sponsor a retirement plan file a Form 5500 with the Department of Labor every year, and those filings are public. There are approximately 850,000 annual filings. Anyone can see who has a plan, how big it is, and other details about how it is run. Win one and you gain institutional assets, a corporate relationship, and a potential path to the underlying households.

The catch is that a filing tells you a plan exists. It does not tell you whether the plan might be worth a call. So firms qualify plans by hand, one at a time, and work the few that arrive by referral.

Mariner used to work that way too. Now it chooses.



Every year, all 850,000 filings become public record.

THE CONSTRAINT

Form 5500 data is not scarce. About 850,000 private-sector plans file every year, every filing is public, and vendors have sold cleaned, pre-scored versions to advisors for decades at a few thousand dollars a year. Any competitor can buy the same list.

A bought list does not inherently know which plans Mariner already advises or inherently rank plans on Mariner's definition of a plan worth pursuing. And it cannot tell you what a filing might be omitting: small plans file a short form with no service-provider disclosure at all, so a plan that names no advisor may still have one. Identifying a real prospect meant a handful of lookups across three systems, one plan at a time.

Nobody could reasonably do that 850,000 times. So, Mariner's Institutional team worked the plans that reached it through relationships and referrals. That won business, but a strong unread plan and a weak one look exactly alike.

The judgment is Mariner's. The list is not.

HOW IT WORKS

Mariner set the scope at the nationwide plan universe rather than a segment the team could already reach. The AI Workforce was trained on Mariner's criteria and reading filings within a weekend. It screens out the plans Mariner already advises, ranks what is left, and attaches a named contact to each one. The Institutional team starts at the top of the list.

For each filing it does four things. It screens out any plan Mariner already advises. It separates plans with a disclosed incumbent from plans where the filing is silent, because open ground and displacement are different conversations. It ranks each group on Mariner's markers of what may be a poorly served plan. Then it enriches each ranked plan with what the filing leaves out, including a named contact and how the plan's fees compare to its peers.

Every firm can see the same 850,000 filings. Mariner is reading them.

PROSPECTING THE PLAN UNIVERSE

Institutional 401(k) prospecting at Mariner

	BEFORE	WITH THE AI WORKFORCE
Approach	*Plans qualified by hand, ad hoc*	Every filing in scope read, ranked and enriched
Coverage	*Whatever was in reach*	The entire scoped plan universe
Order of work	*Whatever surfaced first*	Best opportunity first, by Mariner's criteria
What arrives	*A bare list*	Plan health, fee percentiles, and a named contact
Hidden incumbents	*Missed*	Surfaced, so you know who you're up against

The criteria are Mariner's. They are applied to every plan the same way, and they change when Mariner's view of an attractive opportunity changes. Coverage grows as the AI Workforce reads further into the market, and new filings post all year, so the ranking rebuilds as they land.

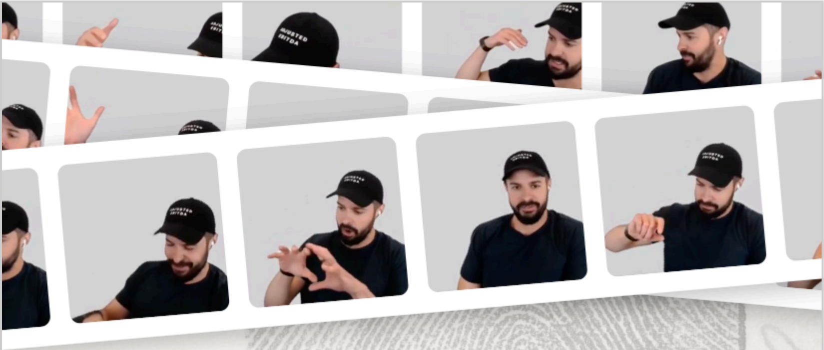
THE PLAYBOOK

Every firm in this market can see the same 850,000 filings. Mariner is reading them, because it put an AI Workforce on work the firm was never going to staff. A team of people could not have taken this on at any headcount Mariner would have approved, and the reading and ranking now runs continuously.

"This is the front end of the growth engine. We're seeing opportunities the team never had the hours to look for, and there's a lot more of it out there. Retirement plans are just the starting point. Eventually every market we want to compete in is one we can see, prioritize, and aim to win." Bryan Bakardjiev, CFA, National Director, Institutional, Mariner.

Bryan Bakardjiev, CFA, National Director, Institutional, Mariner.

The same playbook can be applied to other markets where relevant public filings are available. Put an AI Workforce on another market, give it Mariner's criteria for that market, and the same approach can produce a ranked list with a name to call at the top.



Ask Me Anything with **Andrei Pop**

Founder & CEO, Humanity Labs

LIVE ZOOM WEBINAR · AUGUST 28, 2026

60 MINUTES | 11:00 AM PT – 2:00PM ET

Our first Humanity Labs Ask Me Anything was a smashing success, filled with sharp questions and honest answers. This time, come see it live, in person. Submit your questions in the registration and don't hold back — you'll get nothing but unvarnished Andrei in return. Join us for the next AMA on Thursday, August 28, at 11am PT / 2pm ET.

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