



## **Michael Smoots**

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Michael Smoots serves as ERISA counsel with Prime Capital Retirement. He works with retirement plan sponsors across the country as a consultant on topics ranging from fiduciary liability and employee education to investment analysis. Smoots previously served as a vice president at one of the nation's largest record keepers, which provided retirement plan services to over one million people and administered \$100+ billion in assets. His responsibilities included negotiating agreements with asset managers to increase revenue sharing payments, ultimately lowering costs for plan sponsors and participants. As a member of the finance team, he reviewed hundreds of retirement plans from start-up to \$20 billion in assets (relative to market price, operational efficiency and risk), including all existing clients and new business opportunities. Over the course of three years and under the guidance of a diligent CFO, the finance team turned the business unit's operations from a loss to profitability. Smoots has practiced law in the Kansas City area for over 25 years and is a member of the Kansas and Missouri Bars. He also holds the Series 63 and 65 registrations and has earned the Accredited Investment Fiduciary® designation. He is a graduate of Kansas State University and the University of Kansas School of Law.