

Investment News

Kiplinger jumps into advice business

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SAN FRANCISCO - The publisher of a do-it-yourself-personal-finance magazine is now promoting pay-as-you-go financial advice from a company that knows what it is doing.

The Kiplinger Washington Editors Inc., publisher of Kiplinger's Personal Finance magazine and The Kiplinger Letter, is selling one-on-one advice from independent financial advisers through its website, kiplinger.com.

It will be done through a link to Denver-based Myfinancialadvice Inc., which has sold live online advice for almost a year.

Ted Miller, the company's senior vice president and editorial director, said that the new program is consistent with his publication's mission.

“For more than eight decades, Kiplinger has been committed to delivering sound, unbiased advice through its publication,” he said. “**Myfinancialadvice .com** has created an innovative online service for delivering personalized advice that is consistent with that goal.”

The website is designed so that customers can review the biographical information of up to 68 different advisers, then interview them by e-mail or telephone. The customer can expect a detailed proposal from advisers about their fees, need for information and how long it will all take.

The advice itself is provided either by e-mail or by telephone.

The website accepts major credit cards.