



## Two Firms Combine to Provide Small Plan Advice Services

May 4, 2005 (PLANSPONSOR.com) – MyFinancialAdvice, Inc. and Decimal, Inc. have joined together to allow retirement plan sponsors to offer one-on-one financial advice to employees who participate in retirement plans provided through Decimal's The Online 401(k).

A news release said that 401(k) plan participants can use MyFinancialAdvice to receive advice for a fee. The Online 401(k) is designed for small businesses with two to 50 employees.

"The MyFinancialAdvice.com platform enables participants to easily select prescreened financial advisors who can provide on-demand advice about investment choices within their 401(k)s, as well as many other financial concerns," said Chad Parks, CEO of the San Francisco-based Decimal, in the news release. "MyFinancialAdvice.com will enhance our 401(k) solution and provide much-needed, personalized financial advice to a segment of the market that has been historically underserved."

According to the news release, participants can, via a co-branded Internet portal:

- find and select an online financial advisor based on that professional's area of expertise, hourly fees, availability, and review of his or her professional resume, which has been verified by a third-party
- contact advisors via e-mail or phone service to interview them at no charge before making a selection
- receive a written proposal from the chosen advisor for all work to be performed, which includes a flat fee for the advice they are quoted
- communicate with his or her advisor via phone and Web to receive specific advice and action steps for the participant to implement.

More information is [www.myfinancialadvice.com](http://www.myfinancialadvice.com).

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