

The 401kWire

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Web RKer Drives Auto Plans Down Market

The automatic enrollment bandwagon just added another rider, this time in the micro market. On Wednesday, **The Online 401(k)** unveiled the addition of both automatic enrollment and automatic escalation to its bundled online small and individual 401(k) platform.

Brian Peachey, Vice President of Operations and Product Development, said that The Online 401(k) "wanted to be right there on the curve in delivering this to everybody." He pointed to the recent release of QDIA regulations by the DoL as one reason behind the timing of the announcement, and called it the first step towards the creation of an extremely simplified 401(k) plan.

"Automatic enrollment has really gained a lot of acceptance," Peachey told *The 401kWire*. "Next, we're going to look at what type of pre-determined decisions we're going to make for plan sponsors who are looking for a 'Super Simple Plan.'" CEO **Chad Parks** pointed to the way the new features make "decisions associated with retirement simple" as the reasoning behind the move.

Participants who do not opt out will start with a three percent deferral rate, which will then increase by one percent each year.

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