

The 401kWire

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California Provider Strikes Up Six Advisor Partnerships

San Francisco-based provider **The Online 401(k)** has inked a half dozen partnerships with advisory firms that will expand the recordkeeper's distribution.

The new partners include: Allgen Financial, Arbor Asset Management, Kendall Capital Management, Knade Financial Group, Register & Akers and Xerxes Financial.

The Online 401(k) specializes in providing Web-based 401(k) plans to micro-market plan sponsors, including one-person companies.

"These advisors directly complement the way that The Online 401(k) works and gives small businesses the best of both worlds: A comprehensive solution previously available only from large organizations, with the personalized attention of a small firm," stated **Chad Parks**, CEO of The Online 401(k).

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