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## **401(k) Management Tool Launched by Kring Financial**

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By Editor Test     *Wed, Jan 6, 2010*

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Atlanta-based Kring Financial Management has developed a solution, 401k ProAdvisor, for investors who want to manage their 401(k) better but don't know where to begin.

"Everyone is concerned about the market and their retirement. We want people to realize they are still in control and to give them the tools they need to manage their 401(k) or similar retirement account," said William Kring, CFP, of Kring Financial Management, a registered investment advisor.

Kring Financial's advisory service will offer clients personalized advice on their 401(k), 403(b), or similar retirement plan on a quarterly basis. Clients must provide a summary of how their 401(k) money is invested, as well as information about their financial goals, time horizon, contributions, and risk tolerance.

Using that information, the 401k ProAdvisor service will analyze each available fund using multiple factors, and provide specific recommendations on what funds and amounts the client should buy or sell each quarter.

"We study technical and fundamental factors, and use research from several sources before developing our recommended list," said Kring. 401k ProAdvisor offers forward-looking advice, using the most relevant data to help the employees grow their 401k, but minimize losses, he said. More information is available at <http://www.401kproadvisor.com/index.html>

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