
Freedom One Financial To Use vWise Participant Education Tools

By Editor Test *Wed, Jan 20, 2010*

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vWise Inc., the Aliso Viejo, Calif. technology firm, announced that Freedom One Financial Group of Clarkston, Michigan, has adopted vWise's SmartPlan Enterprise computer-based plan participant education service. Retirement plan consultants, plan providers, and third-party administrators currently use the tool.

"We will roll out SmartPlan Enterprise February 1 and expect it to quickly become a must-have across our client base," said Freedom One president and CEO Mark Wayne.

SmartPlan Enterprise "provides the benefits of a personal financial professional in a website available 24/7/365," vWise said in a release. It combines "a video-based presentation of detailed financial information with an interactive application that prompts users to make informed investment decisions" and can help "increase plan enrollment, raise participant contribution levels, and reduce support costs."

The SmartPlan Enterprise's self-paced, customizable video-based training covers auto-enrollment, matching contributions, and loans. It generates a "personalized investor profile" based on individual retirement needs, risk profile surveys and a selection of investment types and contribution amounts.

Freedom One Financial Group is one of the nation's largest full-service 401(k) plan consultants, providing employee communications, retirement planning, and administrative services.

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