



An Online Rker Partners With Provider Vet

Fi401k Signs Formal Alliance With ePlan Private-Label Partner

By *Lande Asiru*

May 16, 2014 – Mark Gutrich, Managing Director of Fi401k, has cemented a formal alliance with The Dunn Company's 401keSolution. The founder and President of The Dunn Company, Adam Kelly, confirmed that he has formed a strategic alliance with Fi401k.

A few months back, 401kWire reported Gutrich's first partnership with Denver-based Lincoln Trust Company ([A Returning 401k Entrepreneur Teams Up With Lincoln Trust](#)). Prior to these partnerships, Gutrich had co-founded micro-market, open-architecture 401(k) provider ePlan Services. He served as ePlan's CEO until May 2011, when he sold the business to Paychex ([Paychex Buys An Outsourced Rker](#)). Gutrich stayed on board until last spring, and started Fi401k soon after ([Post-Deal, A 401k Rking Entrepreneur Moves On](#)).

According to Gutrich, "401keSolution will be our preferred platform for plans with less than \$1.5 million in assets, and Lincoln Trust will be our preferred provider for plans with assets greater than \$1.5 million." In both cases, Fi401k will provide its Fiduciary Adviser Services to plans operated on either platform. Gutrich added, "Between the two platforms, we're confident that we have two 'best in class' solutions for the primary market segments that we serve."

401keSolution is a private-labeled product partnership between ePlan Services and The Dunn Company, which 401kWire first reported on back in February 2009 ([A Provider Vet Connects an Outsourced Rker to Payroll](#)). Gutrich tells 401kWire, "This alliance allows us to leverage the ePlan platform and provide our services to the clients who need it most – small businesses." Kelly added, "Mark understands what ePlan does and doesn't do, so Fi401k provides a solution that fills-in a void for our clients and prospects."

Both Gutrich and Kelly confirmed that they have been working together for the past several months. But as Gutrich says, "after demonstrating an ability to bring business and add value to 401keSolution, Adam agreed to offer Fi401k as the exclusive provider of Fiduciary Adviser Services for all of his 401keSolution clients' plans." Kelly confirmed, "Fi401k will offer its investment fiduciary services to all plans operated on the 401keSolution program, working both directly with plan sponsors as well as in complimenting the role of 'local advisors'."

The pair are aiming to provide low cost investments to ensure investment returns for plan participants. "Our goal is to allow people to retire with the most amount of money, and the best way to ensure that is by keeping investment fees down," Kelly says. "If there were two gas stations side by side, with one gas station charging five [dollars] and the other gas station charging three [dollars], almost everyone would choose the one that charges three [dollars]," Kelly tells 401kWire.

Kelly told 401kWire, "We're excited to be working with Mark again, as he has always provided unique insights into how to best position 401keSolution for growth."