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## **Kring Financial Management introduces quarterly advice service for managing your 401(k)**

Two recent trends – the growing importance of 401(k)s in retirement planning and the poor performance of the stock market – make it more important than ever for people to be vigilant about their 401(k) account. Unfortunately, for many people, the trends are having the opposite effect.

Unsure what to do about their shrinking nest egg, many people are simply leaving the quarterly statements unopened, hoping things will turn around in the future. When employees do make changes, research confirms that funds are often bought at the top, and sold at the bottom, based on past performance. Employers don't often help the situation, as many provide little to no assistance with 401(k) investments, rely on the fund companies or plan sponsor to assist employees, or offer only basic education.

Kring Financial Management Inc. has developed a solution for investors who want to manage their 401(k) proactively, but don't know where to start. "Everyone is concerned about the market and where their money is. We want people to realize they are still in control and to give them the tools they need to manage their 401(k) account," said William Kring, a Certified Financial Planner and founder of Kring Financial Management, a registered investment advisor in Atlanta, Ga.

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

Using that information, the 401k Pro Advice service will analyze each fund's quarterly performance and provide specific recommendations on what funds and amounts the client should buy or sell each quarter. "We will review the funds in the client's plan quarterly for performance, management style, expenses, and how they rank among their peer group funds in meeting their stated goals," Kring said. "We will also do a variety of

market analyses, including looking at technical and fundamental factors, and use research from several sources before developing our recommended list for each client that most closely flows our model for the quarter.” At the end of the day, the main difference in 401k Pro Advice is that it offers forward looking advice, using the most relevant data to help the employees grow their 401k but minimize losses.

“We want people to be proactive with their 401(k) on a regular basis, but we know it has to be easy for them. We believe that if we say ‘here are your marching orders for what you need to do, log on and make the changes,’ clients will use the tools to make the changes they need,” said Kring, who was selected by *Atlanta Magazine* as a Five Star Wealth Manager in 2008 and 2009.

Along with easy-to-understand quarterly advice on managing their 401(k), clients who subscribe to the service will get the 401k Pro Advice newsletter, which features consumer alerts, quarterly market reviews and other timely topics. Advisory subscribers are also free to call at any time and discuss the 401(k) recommendations with a staff of planning professionals who all hold the Certified Financial Planner designation. As a federally registered investment advisor, the 401k Pro Advice service is available nationwide. “We are building the service so that we can handle several large corporations and individual enrollees from throughout the country,” Kring said. Additionally, the service meets the requirements of the 2006 Pension Reform Act for qualified fiduciaries, a requirement for giving advice in a 401k plan.

The fee for the service is based on a percentage of assets or a flat fee paid quarterly, depending on the plan balance and number of fund choices. By charging the fee quarterly, Kring intends to give subscribers a nudge to take action. “When people see the fee deducted from their account, we know that will encourage them to take the steps to follow up on the recommendations,” he said. Fees can be paid from credit cards, bank accounts via ACH, or from other investment accounts.

Corporate discounts are available for groups of employees. There’s also a discounted fee for the second person in a household to use the advisory service.

For more information on Kring Financial’s 401(k) Pro Advice service, call 770-333-0113.

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