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401k Generation Expands Its 401k Presence

401k Generation Inc, a Winter Park, Florida-based RIA servicing over 800 company sponsored 401(k) plans nationally, just partnered with two different practices to expand its retirement service efforts!

Eddie Rojas, president of 401k Generation, tells **401kWire** that 401k Generation has established a strategic partnership with **QBOX Fiduciary Solutions** and **Redhawk Wealth Advisors**, effective last week. QBOX is a ERISA 3(38) provider working closely with Redhawk Wealth Advisors, a practice that has over 100 IARs in 43 states and relationships with thousands of insurance agents through strategic alliances with insurance marketing organizations. This partnership, along with 401k Generation's Admin Choice program, aims at offering true turnkey service to their clients.

"Most financial advisors don't specialize in 401(k)s," Rojas tells **401kWire**. "We created a program that will take on the administrative headache through our 3(16) program."

The Admin Choice program allows 401k Generation to serve as a plan administrator for their clients, which lowers the burden of administrative requirements under ERISA 3(16). This program intends on "bridging the gap" between 401(k) plan advisors (KPA's), third party administrator (TPA's) and recordkeepers.

"No longer will our clients be burdened with the cumbersome administrative work accompanied with a 401(k) plan," states Redhawk Wealth Advisor senior vice president **Rick Keast**. "Having a 3(16) provider like 401k Generation handle the client's administrative responsibilities is unique to our

industry.”

Greg Moerchen founder of QBOX states “No longer will 401(k)s be viewed as a burden, or frustration being felt by lack of servicing. In our model, advising, record keeping, and fiduciary responsibilities are all managed and work together.”

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[Back to Top](#)