



intellicents®

intellicents and Empower Retirement Partner on Advisor Managed Account Service

July 2020



intellicents is announcing the launch of an innovative new service for employers who sponsor retirement plans and want to offer their employees an expanded benefit that goes beyond a traditional investing vehicle.

The intellicents [bioni\(k\) managed accounts](#) is a new service offered on the Empower Retirement platform to help retirement plan participants take into consideration more than just their retirement plan.

The [bioni\(k\) managed account](#) program combines the strength of intellicents' portfolio construction and manager selection expertise with Empower's advisory services technology platform and client experience. intellicents is now included in the select group of 401(k) advisors that have a joint product partnership within the Empower Retirement Advisor Managed Account program.

The new service launched on June 1st, 2020 and is available to all intellicents retirement plan clients.

The [bioni\(k\)](#) offering is designed in collaboration with the [Advisor Managed Account](#) (AMA) service that Empower launched in 2019.

VEmpower serves the retirement needs of approximately 9.7million Americans who are saving for retirement through 40,000 retirement plans. The provision of advice to those individuals typically occurs through retirement managed accounts, which are designed to provide personalized retirement planning through an analysis of an individual's goals, demographic data and full financial picture.

AMA provides advisor firms with a seamless path to offer their own managed account services directly to their Empower Retirement clients, leveraging Empower's cutting-edge advisory services experience and infrastructure. Advisor firms serve as the registered investment advisor for the service and control the investment approach as well as pricing and branding. AMA is offered through Advised Assets Group, LLC (AAG), which also provides Empower Retirement Advisory Services.

"We are thrilled to be able to offer our [bioni\(k\) managed](#)

[accounts](#) with Empower's recordkeeping platform to our retirement plan clients and their participants," said Grant Arends, Co-Founder and President of intellicents.

Arends explained that [bioni\(k\) managed accounts](#) is more than just an asset allocation service, but rather a personalized retirement savings strategy that takes into account both current plan and outside assets of the participant, plus gives them plan savings rate recommendations, retirement withdrawal strategies, and Social Security optimization. It brings a holistic financial planning approach to in-plan participant advice, enhancing their ability to achieve retirement success.

"Empower is an important and growing relationship for intellicents. They continue to be very innovative, yet collaborative, in their approach and technology," added Brad Arends, Co-Founder and CEO of intellicents. "It's our goal to put the most state-of-the-art tools in the hands of our advisors and consultants to aid in their personal success."

For more information on the [bioni\(k\) managed accounts](#) click [here](#) or call 800-880-4015.

about intellicents

intellicents is reimagining financial services for employers and individuals. Through retirement plan design and fiduciary investment consulting, personal financial management, group insurance, and worksite financial wellness services they are paving a smarter way for the American worker and their employer. With headquarters in Albert Lea, Minnesota, and branch offices in Eden Prairie, Minnesota; Pella and Lake Mills, Iowa; Overland Park and Lawrence, Kansas; Tacoma, Washington; Golden, Colorado; and Arlington, Texas, they serve over 350 employers, with 48,000 participants, and over \$4 billion in assets under management and advisement. More information about intellicents can be found at www.intellicents.com.



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