

No News Is Good News **Financial Finesse: Fewer 401(k) Loan Calls Means Better Economy**



Liz Davidson

San Francisco-based financial education firm, **Financial Finesse**, is receiving fewer helpline calls relating to 401(k) loans, largely due to an improving economy. Instead, callers are taking a more proactive approach to managing their nest eggs, with questions geared toward asset allocation, said **Liz Davidson**, ceo, adding that the trend appears to be gaining steam.

However, early withdrawals and loans taken out against 40(k) plans might continue to rise as lower paid workers have yet to feel the boost that middle-income employees have from the stronger economy, she added. The firm plans to analyze call data taken from its helpline over the next 12-18 months and could possibly issue a research report on the financial behavior of its participants, based on age, ethnicity and demographics.

Financial Finesse currently works with roughly 300 companies and 250,000 employees nationwide. It targets the mid-sized market with an average of 3000 employees. Through its partnerships with plan advisers, the firm typically works with smaller companies that represent a maximum of 500 employees. She added that Financial Finesse is about three months away from signing a deal with an undisclosed adviser firm in Los Angeles.