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This year was the inaugural Education Provider Award indicating the increasing importance financial education has in helping participants achieve their retirement and financial life goals.

According to DCSPA, Financial Finesse was recognized as Education Provider of the Year due to the quality of their programs and their unbiased, holistic approach. "Beyond getting people into the 401(k) plan, this Manhattan Beach, Calif., firm instituted a program of visiting plan sponsors and offering one-on-one sessions with participants. It also included long-term financial planning and asking about how employees allocate expenses, integrating retirement with events such as buying a home. For creating a system designed to integrate all of a participant's needs, treating retirement as a part of a whole, Financial Finesse is the choice for this year's award".

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