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New Paychex (k)Index Tool: A First of Its Kind Offering for Financial Advisors

Innovative web-based tool allows Financial Advisors to select and recommend investments for 401(k) plans more easily than ever before

ROCHESTER, N.Y.--(BUSINESS WIRE)-- Paychex, Inc., one of the nation's leading providers of [401\(k\) recordkeeping services](#) for America's businesses, today announced the launch of the [Paychex \(k\)Index](#), the only investment-filtering tool for Financial Advisors (FAs) in the 401(k) marketplace that cross-references investments by broker/dealer against the Paychex 401(k) recordkeeping platform—simplifying investment aggregation and identification.

Through extensive back-end technology, the Paychex (k)Index tool cross-references investments on the Paychex 401(k) recordkeeping platform with a variety of broker/dealer rosters. It also provides Financial Advisors the ability to filter by asset category and share class, and elect for fiduciary protection under ERISA Section 3(38).

“Financial Advisors must offer investments that appear on their broker/dealer’s platform to use with their clients,” said Rich Brindisi, FA Channel and 401(k) product marketing manager at Paychex. “In the 401(k) market, Financial Advisors also have to limit their selections to the platform of investments provided by the 401(k) recordkeeper. Traditionally, cross-referencing between recordkeepers and broker/dealers has been a manual and labor-intensive process, until now. The Paychex (k)Index tool is the first of its kind in the industry.”

By using the Paychex (k)Index tool, Financial Advisors instantly know which investments they can utilize on the Paychex 401(k) recordkeeping platform. They receive an aggregated investment list online which can be saved on their browser for future reference.

“At Paychex, we are always looking for ways to add value to our Financial Advisor relationships. By providing tools and resources such as the new Paychex (k)Index, we’re alleviating a significant burden. The new Paychex (k)Index tool makes it easier and more accurate than ever before for FAs to recommend investments to their clients,” said Brindisi.

Financial Advisors can access the Paychex (k)Index tool on any web-enabled device, including iPhone[®], iPad[®], Android[™], and BlackBerry[®]. Visit kindex.paychex.com or the Paychex for Advisors website at www.paychex.com/advisors.

For a demo of the new Paychex (k)Index tool, stop by booth #664 at the Morningstar Investment Conference, June 12 -14, 2013 in Chicago. All those who take the drivable demonstration will be entered into a drawing to win an iPad[®]. For updates throughout the show, follow [@Paychex4FAs](https://twitter.com/Paychex4FAs) on Twitter.

Paychex Retirement Services

Paychex, Inc. is the country's largest 401(k) recordkeeper by number of plans, according to *Plansponsor* magazine. Paychex 401(k) recordkeeping services are part of the company's suite of retirement offerings and are designed to meet the needs of small- to medium-sized businesses. They include: Traditional 401(k), Safe Harbor 401(k), and Profit Sharing. In addition to extensive options for plan sponsors, Paychex also works with Financial Advisors to help grow retirement plan business through a dedicated team of internal and external wholesalers who build and maintain relationships.

About Paychex

Paychex, Inc. (NASDAQ:PAYX) is a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services, including direct deposit, check signing, and Readychex®. Human resource services include 401(k) plan recordkeeping, section 125 plans, a professional employer organization, time and attendance solutions, and other administrative services for business. A variety of business insurance products, including group health and workers' compensation, are made available through Paychex Insurance Agency, Inc. Paychex was founded in 1971. With headquarters in Rochester, New York, the company has more than 100 offices serving approximately 567,000 payroll clients as of May 31, 2012. For more information about Paychex and our products, visit www.paychex.com.

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