



Different is good.

SEE WHAT MAKES 401GO STAND OUT.



✔ Affordable pricing

With discounts for larger plans, our prices almost always beat our competitors.

✔ Payroll Integration

With our True360™ service, we can integrate with almost every payroll provider.

✔ The best customer support

With a 4.8-star rating, we're leading the industry. We offer live support via phone, email or chat.

✔ Lots of investment options

We provide a large and diverse lineup of investments, with a unique portfolio builder for participants who want help with selections.

✔ Financial advisor partnerships

We encourage businesses to involve an advisor on their plan. Advisors have the option to create their own fund lineup (3(38) fiduciary) or use ours.

✔ Fastest setup process

You'll only spend 15 minutes using our guided setup process, and your plan can be ready to use the same day.

	Human Interest	Guideline	401GO
Payroll/HR integration	some	some	all
Setup completion	days	same day	minutes
Fund lineup	~30	~40	100+
Financial advisor partnerships	yes	yes	yes + outside 3(38) option
Customer support rating / 10	8.2	8	9.8