

## **Securian Adds SmartDollar to Its Retirement Plan Education Platform**

ST. PAUL, Minn.--([BUSINESS WIRE](#))--Securian Financial Group has added [SmartDollar](#), a financial wellness solution created by author and national radio show host Dave Ramsey, to its retirement plan participant engagement and education platform. SmartDollar is available to Securian's plan sponsor customers as an optional service at a discounted price.

"We're excited to team up with Ramsey Solutions to bring SmartDollar to our retirement plan sponsor customers," said Rick Ayers, vice president of Securian's Retirement Plans division. "SmartDollar helps participants gain a holistic view of their finances, not just their retirement savings. The program gives employees the resources needed to be in control of their finances and on the path to a healthy retirement."

Ramsey Solutions' SmartDollar provides participants with online tools and interactive lessons designed to build retirement readiness. SmartDollar's mission is to help participants change their behavior towards money and, in turn, use their largest wealth-building tool—their income—to save and invest instead of paying consumer debt.

Key features of the SmartDollar program include on-demand video lessons, educational materials and coaching, regular communication to participants to take action, and aggregate reporting that enables plan sponsors to track progress.

Employees will link to the SmartDollar website directly through Securian's enhanced retirement plan participant website, launching this fall.

### **ABOUT SECURIAN RETIREMENT**

Securian's [Retirement Plans](#) division has been helping people save for retirement since 1930. Its platform features long-tenured retirement specialists, industry-leading fee levelization practices and extensive administrative outsourcing (offered at no additional cost). Securian provides services to thousands of employer-sponsored retirement plans through group annuity products issued by Minnesota Life Insurance Company.

### **ABOUT SECURIAN FINANCIAL GROUP**

Since 1880, [Securian Financial Group](#) and its affiliates have provided financial security for individuals and businesses in the form of insurance, investments and retirement plans. Now one of the nation's largest financial services providers, Securian is the holding company parent of a group of companies that offer a broad range of financial services.

### **ABOUT RAMSEY SOLUTIONS**

Ramsey Solutions empowers people from all walks of life to win at life and money by helping them regain control of their finances, build wealth, grow leadership skills and enhance their lives through personal development.

The company offers messages of hope through a variety of mediums including live events, publishing, digital products and syndicated content. The company was started by CEO Dave Ramsey, America's trusted voice on money and business. Ramsey has authored seven best-selling books, and is the host of the nationally-syndicated *The Dave Ramsey Show*, which is heard by more than 11 million listeners each week on more than 550 radio stations and digital outlets. Ramsey Solutions employs more than 550 team members and has been voted among Nashville's best places to work nine times. For more information on Dave Ramsey and Ramsey Solutions, go to [daveramsey.com](http://daveramsey.com).

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