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## Matrix's ETF Solution Arrives, in 3D

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([401kWire](http://401kWire.com)) - A defined contribution trading and trust specialist is officially launching its exchange-traded fund capabilities, even as several firms are already partnering up to take advantage of the platform expansion. In August **Matrix Financial Solutions** chief **John Moody** told the industry that his firm was preparing a new platform for trading ETFs within 401(k) plans, and this week the Denver-based Bluff Point company confirmed that the new solution will be broadly rolled out in April, giving those who use it access to both same-day and fractional-share trading.

A spokesman for **Goldman Sachs** confirmed that the giant investment bank "provides execution and settlement services to Matrix," and Moody clarified that Goldman is supporting Matrix by processing the ETF trades.

"Goldman is making available its full lineup of more than 800 ETFs," Moody told *The 401kWire*.

**Cliff D'Amato**, CEO of Matrix, explained that, with the new system, "from the TPA's point of view," each ETF "will trade and act just like a mutual fund."

"That gives them the ability to keep it within their processes and not add additional expense," Moody added.

D'Amato said he expects 10 to 20 third-party administrator to be using the program within the next four months.

Meanwhile, **3D Asset Management**, **iGate** and **InvestLink** have already teamed up to create an ETF-based 401(k) offering. 3D Asset Management, an East Hartford, Connecticut-based RIA (registered investment advisor), manages asset allocation portfolios of ETFs (including funds from **iShares** and **WisdomTree**) within the offering. iGate, an Indian outsourcing giant, handles recordkeeping, powered by ASP recordkeeping software from InvestLink (another Bluff Point company). They then partner with local TPAs (third-party administrators).

**Win Cody**, head of iGate's retirement solutions group and founder of ExpertPlan, confirmed that the partners joined forces last week with a TPA, **Penservco**, in offering their first seminar on the subject. 3D Asset Management principal **Wayne Connors** and iShares' **Tony DeAngelis** both spoke at the breakfast event at the Safety Harbor Resort & Spa in Safety Harbor, Florida. Cody said that more than 20 advisors attended to learn more, and he expects to hold another similar seminar in Minneapolis in April.

"We're going to do more of these," Cody told *The 401kWire*.

Moody confided that he expects more advisors to follow 3D Asset Management's lead in creating their own asset allocation models out of ETFs.

"That tends to attract some larger advisors that are working with larger plans," Moody said. "We've had some interest through our *Matrix U* [advisor training program]."

D'Amato and Moody also revealed that Matrix added ETF screening to their *RetireTool(k)it* web application for advisors, making it easier for advisors to utilize ETFs within their 401(k) plans.

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