



## **Hackler Associates Re-aligns Brand with Parent Company, Changes Name to ‘Integrated Pension Services’**

- *The well-regarded 401(k) advisor has been closely affiliated with Integrated Partners and their subsidiaries for over six years*

**BOSTON, MA – Oct 1<sup>st</sup>, 2019** – Hackler Associates, an [Integrated Partners](#) company and 401(k) advisory firm, is adjusting its brand identity to align more closely with its parent firm. Integrated Partners is comprised of a family of businesses, all bearing the Integrated name, and dedicated to offering high value financial resources to clients via over one-hundred-and-forty-one financial advisors and forty regional offices nationwide.

Hackler Associates provided valuable 401(k) advice to Integrated advisors and established the ‘Integrated 401(k)<sup>TM</sup>’ for the clients of those advisors. The firm advises Integrated clients, through their financial advisors, on every aspect of designing, implementing and maintaining Employer Sponsored Retirement Plans. Integrated Pension Services acts as advisor for these plans.

All integrated service offerings within the firm have recently adopted the new icon, and new font, spelling out Integrated fully, with the aim of becoming more closely unified as such. They will collectively continue to deliver the strongest possible business support available to financial advisors who are focused on client service and growth.

“For over six years, Will Hackler and his team have provided invaluable 401(k) advice and resources to our advisors,” said **Paul Saganey, president and founder of Integrated**. “We are honored that they have decided to more closely align with us as a member of the Integrated family of companies.”

“Having been a partner and teammate of Integrated’s for many years, this feels like a natural next step as our relationship continues to deepen and evolve,” said **Will Hackler, managing partner, Integrated Pension Services**. “Sometimes people hesitate to adjust a brand for fear of disruption – and yet we know that this change will have the opposite effect – cohesion. We look forward to continuing to offer Integrated advisors powerful 401(k) advice and counsel, under our new banner.”

The Integrated family of business services for advisors:

- Integrated Pension Services
- Integrated Family Office
- Integrated Business Alliance
- Integrated Financial Partners (Registered Investment Advisor, formerly Integrated Wealth Concepts)
- Integrated Professional Partners (formerly the Professional Partners Program, for CPA affiliates)

For more information, or media inquiries, please visit [www.integrated-partners.com](http://www.integrated-partners.com) or send e-mail to [Jason.lahita@integrated-partners.com](mailto:Jason.lahita@integrated-partners.com)



###

### **About Integrated Partners**

Since 1996, Integrated Partners has been helping financial advisors to achieve their entrepreneurial vision. We offer comprehensive business building services, designed with the truly independent advisor in mind. With one hundred and forty-one advisors, one hundred and twenty-seven CPAs and forty regional offices across the United States, Integrated has built our reputation advisor by advisor, client by client. Constructed and grown upon a foundation of empowerment, integrity and trust, we believe in the power that financial advisors have to make a positive impact on people's lives. Integrated supports advisors by offering a completely customizable open architecture business environment: technology, investment management, advanced planning, CPA partner program, family office platform, custody, marketing, public relations, M&A, succession planning and comprehensive business counsel.

*"We believe in advisors. Let us prove it to you."*

### **About Integrated Pension Services**

Integrated Pension Services (IPS) operates as the in-house 401(k) advisor for Integrated Partners and their financial advisors and is the architect of the Integrated 401(k)<sup>™</sup>. The firm helps advisors to design, implement and maintain Employer Sponsored Retirement Plans. IPS acts as advisor for these plans. The firm shares the Integrated mission to provide a comprehensive suite of financial services for clients, guided by their trusted financial advisor's counsel. IPS is viewed by advisors as an integral part of the financial planning process for individuals, companies and their employees.

*The financial consultants of Integrated Partners are also registered representatives with, and securities offered through LPL Financial, Member FINRA/SIPC. Investment advice offered through Integrated Financial Partners, a registered investment advisor. Integrated Partners, and Integrated Pension Services are separate entities from LPL Financial.*

###

### **MEDIA CONTACT:**

Jason Lahita  
Chief Communications Officer  
[Jason.lahita@integrated-partners.com](mailto:Jason.lahita@integrated-partners.com)  
973-460-7837