

(/homepage-  
individual/)

The s  
you want starts here.

Take the complexity out of retirement planning with a personalized plan to help reach your goals.

Retirement planning done differently.

HOW GUIDEDCHOICE WORKS  
([HTTPS://WWW.GUIDEDCHOICE.COM/HOW-  
GUIDEDCHOICE-WORKS/](https://www.guidedchoice.com/how-guidedchoice-works/))

**Lower Fees with  
Full Transparency**

Hidden fees add up. That's why we're upfront about cost and try, wherever possible, to make sure you know exactly what you'll pay.

**Independent &  
Unbiased**

We're not compensated or motivated to place you in certain funds – our retirement advice is based on what's best for you.

**Personalized  
to You**

There is no one-size-fits-all retirement plan. That's why we'll provide a personalized, plan designed to help you reach your goals.

**Rigorous  
Methodology**

Our methodology, developed by Nobel Laureate **Dr. Harry Markowitz**, makes smart trade-offs between expected future growth and possible shortfalls to help you better reach your goals.

**Scenario  
Planning Tools**

With our scenario modeling tools, you can see how small adjustments or different decisions can impact your future. Then you can compare those scenarios to determine which strategy is best for you.



Our mission is to bring financial freedom to everyone.

Whether you are saving for, nearing, or in retirement, GuidedChoice offers a range of retirement planning solutions to help you achieve your goals.

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From the start, GuidedChoice has been fully independent and led by principles that set a new standard for transparency and trust, while only working in the best interest of our clients.

[Learn more \(https://www.guidedchoice.com/core-principles/\)](https://www.guidedchoice.com/core-principles/) from our founder and CEO, Sherrie Grabot and her mission.

Get the expert, personalized guidance you need to make your retirement dreams a reality.

#### **401(k) Advice and Management**

If you have GuidedChoice through your employer, we can do the hard work for you by managing your 401(k), or giving you personal advice to manage it on your own like a pro.

DISCOVER HOW WE CAN BOOST YOUR 401(K)  
([HTTPS://WWW.GUIDEDCHOICE.COM/401K-ADVICE-MANAGEMENT/](https://www.guidedchoice.com/401K-ADVICE-MANAGEMENT/))

#### **Retirement Income Planning**

Coming Soon! If you are in or near retirement, get a personalized spending, draw down, and investment strategy to ensure you don't run out of money. [Learn More \(https://sd.guidedchoice.com/retirement-income-planning/\)](https://sd.guidedchoice.com/retirement-income-planning/)  
SIGN UP TO BE NOTIFIED WHEN THIS SERVICE IS AVAILABLE ()

Interested in solutions for your business?  
(<https://sd.guidedchoice.com/home-page-business/>)

Trust in a retirement planning partner who works in your best interests alone.

**20+**

YEARS OF INNOVATION

**27K+**

PLANS SERVED

**\$15B**

ASSETS MANAGED

Humana

NXP

PAYCHEX

spirit

WILLIAMS-SONOMA

Wilson

Make your move towards financial  
freedom today.

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OPEN AN ACCOUNT TODAY  
([HTTPS://WWW.GUIDEDCHOICE.COM/SIGNUP/](https://www.guidedchoice.com/signup/))



We know this isn't an easy decision.



We're here to help you find what's best for you – even if it's not with us. Do some more research in our Resources Section, or set up an appointment to to speak with a representative about how GuidedChoice can help.

SCHEDULE AN  
APPOINTMENT  
([HTTPS://GUIDEDCHOICE.ACUITYSCHEDULING.COM/SCHEDULE.PHP?  
APPOINTMENTTYPE=3515814&\\_HSSC=66292081.5.1526580985313&\\_HSTC=66292081.23736227DC496794C-4406-927C-533A5E2DE750%7C8A3659D5-33BB-43C2-ABCB-681E4BBEC6C7](https://guidedchoice.acuityscheduling.com/schedule.php?APPOINTMENTTYPE=3515814&_HSSC=66292081.5.1526580985313&_HSTC=66292081.23736227DC496794C-4406-927C-533A5E2DE750%7C8A3659D5-33BB-43C2-ABCB-681E4BBEC6C7))

Questions? Visit our **Support Center** (/support-center/gcsupport/) or **Contact Us** (/contact/): 1-800-774-7459 (tel:800-774-7459)  
[help@guidedchoice.com](mailto:help@guidedchoice.com) (<mailto:help@guidedchoice.com>)

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**Our advice and portfolio recommendations utilize historical performance data. Historical performance is not a guarantee of future returns.**

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