

For Immediate Release:

Human Resources Just Got Greener With Conscious-k

Krull & Company, a responsible investment and planning firm based in Asheville and serving national clientele, launches new fossil-fuel-free 401(k) investment service businesses.

ASHEVILLE, NC, July 1, 2016 – Asheville-based Krull & Company recently introduced Conscious-k, a new 401(k) solution for business owners and human resources personnel.

“We want to help companies create sustainable legacies and a value that goes beyond the bottom line,” says Pete Krull, founder of Krull & Company. “You have to give back to your people by offering a benefit that reflects who your employees are beyond the office.”

As a socially-responsible investment firm, Krull and Company extended their services with Conscious-k as a specific answer to a common question for business owners: when and how does a company set up a customized retirement plan? Market research showed that business owners and human resources would often avoid setting up a retirement plan option for employees because they either believed they didn't have the right number of staff or felt overwhelmed by options.

A 401(k) plan allows employees to defer pretax dollars for their own retirement savings. These plans can be set up with or without an employer match and, in addition to a match, can allow a discretionary employer contribution each year.

“You want a retirement plan that's easy to setup and explain to employees, but for talent retention, you have to offer something extra to that benefit,” says Krull. A fossil-fuel-free 401(k) portfolio can reflect this generation's priorities, he explains. “Employees want a fund that will help them save up for the future, but will also contribute to the world and make sure it's still in great environmental shape when they're ready to retire.”

For more information, visit: <http://www.conscious-k.com>.

###

Krull & Company is a leading socially and environmentally responsible investment management and financial planning firm. Since 2004, the firm has been helping its clients align their investments with their values. In 2013, the firm was certified as a B Corporation. Krull & Company offers fossil-fuel-free portfolios as well as customized retirement plans and strategic financial planning for individuals, businesses, and trusts. For more information, visit: <http://www.krullandcompany.com>.

Advisory services provided by Peter Krull, Neill Yelverton and Leesa Sluder, investment adviser representatives of Minerva Planning Group, a SEC registered investment adviser. Advisory services are only offered to clients or prospective clients where Minerva Planning Group and its representatives are properly licensed or exempt from licensure. No advice may be rendered by Minerva Planning Group unless a service agreement is in place.

CONTACT INFO:

Kerry Keihn
Krull & Company
46 Haywood Street
Suite 201
Asheville, NC 28801
kkeihn@krullandcompany.com
877-235-3684