



CONVERGENT  
RETIREMENT PLAN SOLUTIONS, LLC

**IRAstuff.com:** A new, 24/7 IRA resource for financial services professionals

#### FOR IMMEDIATE RELEASE

**Brainerd, MN – June 16, 2011** – Convergent Retirement Plan Solutions, LLC today announced the launch of a new subscription-based IRA portal for financial professionals. Compared to most existing on-line IRA resources, IRAstuff.com takes a decidedly different approach to providing financial professionals with the resources they need to manage a successful, compliant IRA program.

Convergent’s new IRA portal is a user-friendly, all-around “go to” resource for both home office personnel and branch office personnel. “Most of the IRA resources available to financial professionals throughout the industry are decidedly dry,” says Convergent founder and CEO, Ben Norquist. “Too dry” he explains. Accordingly, 12 months ago, Convergent set out to create a robust alternative to the standard industry fare. “First and foremost, we wanted to create a cost-effective on-line resource that simplified people’s lives by providing them with ready access to the resources they need, on a day-to-day basis, to serve the needs of their IRA clients,” Norquist explains. “But we also felt it was time to lighten things up—just a bit.”

With average industry tenure exceeding 20 years, the members of Convergent’s team have an established track record of providing best-in-class IRA compliance, operations and business development expertise to many of the nation’s largest financial organizations. “IRAstuff.com was a natural evolutionary step for our firm, and the initial feedback from our beta clients has confirmed that we hit the nail on the head,” says Connie Spaulding, Convergent’s director of business development. “Our current client base has been extremely pleased with the friendly and intuitive navigation, the broad range of content, and the budget-friendly site licensing options.”

IRAstuff.com—populated with IRA industry news, self-paced IRA education courses, a comprehensive reference manual, numerous job aids and source documents, and a smattering of light-hearted diversions—is available as a turnkey, off-the-shelf subscription or as a branded, fully-customized resource portal that can incorporate, among other things, a financial organization’s proprietary IRA product information, marketing collateral, IRA policies and procedures.

#### About Convergent

Convergent Retirement Plan Solutions, LLC, is a firm comprised of seasoned retirement industry veterans dedicated to creating tailored compliance, education and business development solutions for the retirement services industry. The principals of Convergent have hands-on experience in virtually all aspects of the retirement services industry from retirement product design and development to marketing, sales, distribution, servicing and administration. For more information, visit [www.convergentrps.com](http://www.convergentrps.com) or call 218-824-4903.

#### Contacts:

Connie Spaulding  
Convergent Retirement Plan Solutions, LLC  
218-824-4900  
251-967-4799

[Connie.Spaulding@convergentrps.com](mailto:Connie.Spaulding@convergentrps.com)

Ben Norquist  
Convergent Retirement Plan Solutions, LLC  
218-824-4900

[Ben.Norquist@convergentrps.com](mailto:Ben.Norquist@convergentrps.com)