

CASE STUDY

Making the Switch: How Interlake Capital Modernized Its Offering With Vestwell

Advisor

- Advisory firm Interlake Capital Management partnered with Vestwell and converted six retirement plans to the Vestwell platform within one year.
- Vestwell's flexible, modern technology helped boost employee engagement, resulting in higher deferral rates and a surge in rollover requests.
- The partnership increased advisor confidence, setting the stage for sustained growth potential for the firm.

Kevin Price founded [Interlake Capital Management](#) in 2007, on the cusp of the 2008 financial crisis. Building his firm during this challenging period reinforced Kevin's commitment to fiduciary responsibility and highlighted the importance of offering flexible, streamlined retirement solutions to meet his clients' evolving needs.

To level up his offerings and maintain his firm's competitive edge, Kevin partnered with Vestwell, a savings platform building a suite of solutions across retirement, health, and education. Within a year, Interlake Capital has successfully converted six retirement plans to Vestwell's platform—with more in progress. This partnership has enabled Interlake to continue to meet and exceed its clients' evolving needs.

"This is a 'no looking back' conversion process for me. Vestwell is the kind of partner I need to deliver the results my clients deserve and to build Interlake's business over the coming months and years."

Kevin Price, Founder and Chief Investment Officer, Interlake Capital Management

The Challenge: Overcoming Investment Limitations and Outdated Technology

As a 3(38) fiduciary, Kevin seeks to provide his clients with the best investment options, which often include access to a wide range of exchange-traded funds (ETFs). However, many recordkeepers restrict the types of investments available, limiting Kevin's ability to deliver diversified investment programs for his clients.

In addition to the investment limitations, Kevin found that most of the platforms he encountered were built on outdated, "clunky" technology. "They felt like they were built 20, 25, even 30 years ago," he said. "And indeed, some of them were."

The Solution: Achieving Efficiency and Flexibility With Vestwell

Kevin was eager to find a modern recordkeeping platform, and after evaluating several options, he quickly recognized that Vestwell's combination of flexibility and ease of use was unmatched by other providers. In less than a year, he has successfully converted six retirement plans to Vestwell's platform, with more underway.

"It was pretty clear early on that **Vestwell was best in class.**"

Kevin Price, Founder and Chief Investment Officer, Interlake Capital Management

Frictionless Conversions

A seamless conversion process is critical to providing a smooth transition for Kevin's clients and their employees, and Vestwell's conversion team delivered. From the outset, Vestwell's team laid out clear timelines, setting realistic expectations for each step of the conversion and providing gentle reminders and nudges for employers to keep the process moving.

Vestwell's team also used conversion opportunities to revisit plan design for Kevin's clients, aligning their features with Secure 2.0 and other current regulations. This level of support helped Kevin ensure his clients were set up for long-term success.

"The Vestwell conversion team is **outstanding.**"

Kevin Price, Founder and Chief Investment Officer, Interlake Capital Management

Open Architecture

Plus, Vestwell's open architecture platform allowed Kevin to include ETFs alongside other investment vehicles in his clients' fund lineups at no additional cost—or hassle. With tens of thousands of fund options to choose from, Kevin was able to tailor his clients' retirement plans to their specific needs and goals. By enabling greater diversification, Vestwell's platform aligned perfectly with Kevin's fiduciary commitment to delivering optimized and personalized solutions for his clients.

User-First Design

Another key factor that drew Kevin to Vestwell was the platform's exceptional user experience. Vestwell's platform is designed to simplify plan management and make administration more efficient. **Kevin's clients consistently praise Vestwell for its ease of use, describing it as a platform that allows them to "get in, get it done, and get out."**

Kevin also appreciated how the platform's design helped encourage employee engagement. He highlighted how employees don't have to search for key functions—whether it's adjusting their savings rate, initiating rollovers, or updating their beneficiaries—because these major features are easily accessible on the saver portal homepage. “It's good and fast and easy—and that's a powerful combination,” Kevin said.

"The design of the platform and its functionality is absolutely top shelf. It's truly cutting edge."

Kevin Price, Founder and Chief Investment Officer, Interlake Capital Management

The Impact: Better Client Outcomes and Renewed Advisor Confidence

Since partnering with Vestwell, Kevin has observed higher deferral rates among participating employees, as well as a surge in requests to consolidate old 401(k) accounts into Vestwell plans. The platform's easy-to-use rollover feature has been particularly popular, streamlining the process and encouraging employees to take greater control of their retirement savings.

The partnership's success has also reinforced Kevin's confidence and enthusiasm as an advisor. “I have a lot of excitement introducing existing and prospective clients to the platform, showing them what it can do, the ease of use, the reliability and responsiveness of the team,” he explained. **“It's lit a new spark behind my own efforts to get out there and talk to people about how good these plans really can be and how easy they can make their lives.”**

Looking ahead, Kevin is eager to deepen his partnership with Vestwell. He is particularly enthusiastic about Vestwell's integration of holistic financial wellness programs, such as education savings and guaranteed lifetime income solutions. He sees this as a key differentiator, enabling him to offer clients not just a retirement plan but a more comprehensive approach to managing their overall financial wellness.

Conclusion

Vestwell's flexible and user-friendly platform has empowered Interlake Capital Management to enhance its retirement savings program. With improved employee engagement, smooth plan conversions, and access to holistic savings solutions, Kevin feels more confident in his role as an advisor and optimistic about the firm's future growth.

By partnering with Vestwell, advisory firms can elevate their workplace savings offerings and accelerate their growth. Vestwell is a modern savings platform building a suite of solutions across retirement, health, and education. Contact us to learn how we can help you make a lasting impact on your clients' financial futures.

Click [here](#) to book a demo with Vestwell.

Click [here](#) to learn more about Interlake Capital Management.



All testimonials and similar statements are made voluntarily and without any cash or non-cash compensation paid by Vestwell in exchange for the testimonial.

