

From: [Betterment Support](#)
To: [Jerri Benjamin](#)
Subject: Sign up for your Cano Electric, Inc. 401(k) Plan
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Sign up for your Cano Electric, Inc. 401(k) Plan

Dear Jerri,

Welcome to a Better 401(k). We are excited to provide a new and improved investing experience.

What is Betterment?

You may have heard of Betterment, the largest independent robo-advisor. Betterment already manages over \$22 billion across more than 480,000 accounts using smart technology and proprietary algorithms to provide personalized investment advice.

How do we make investing Better?

Betterment's technology makes investing simple for you, while doing some pretty sophisticated portfolio management in the background. We invest your money based on your personal criteria and, over time, help to optimize your portfolio as you move closer to retirement. We also have some of the lowest fees in the industry and an interface that is easy to use - you can access your 401(k) account via mobile app or online.