

## The CEFEX Mission

**CEFEX** is an independent global assessment and certification organization. It works closely with investment fiduciaries and industry experts to provide comprehensive assessment programs to improve risk management for institutional and retail investors. **CEFEX** certification may help determine the trustworthiness of investment fiduciaries.



**CEFEX** provides independent recognition of a firm's conformity to a defined Standard of Practice. It implies that a firm can demonstrate adherence to the industry's best practices as defined by **CEFEX**. This registration serves investors who require assurance that their investments are being managed according to these best practices.

## Fiduciary Excellence at Investment Advisory Firms

Investment Advisory firms are responsible for providing investment advice and/or managing investment decisions. These firms employ wealth managers, financial advisors, trust officers, financial consultants, investment consultants, financial planners and fiduciary advisors.

The independent **CEFEX** Investment Advisor certification demonstrates that the firm meets a fiduciary best practice standard.

### **ADHERENCE TO A FIDUCIARY STANDARD:**

**CEFEX** advisory firms adhere to the Global Fiduciary Standard of Excellence. This means they act in the **best interest of investors**. This is contrasted with a firm that lacks a fiduciary process or operates according to a 'suitability' standard.

### **VERIFIED BY ANNUAL AUDITS:**

**CEFEX** advisory firms voluntarily undertake annual audits by independent fiduciary experts. This **verifies their adherence** to the fiduciary standard and is supplemental to the oversight performed by most financial regulators, who require advisors to meet a minimum compliance standard.

### **INVESTOR BENEFITS:**

A **CEFEX**-certified advisory firm places your interests first and will strive to realize investment objectives sooner, better align investment services to expenses, and be accountable for actions taken.

### **ADVISOR PROFESSIONALISM:**

Annual audits support professionalism within the advisory firm because management is required to keep up to date with best practices. The **CEFEX** audit helps foster a culture of continuous improvement within the firm.

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