RETIREMENT PARTNERS

CEFEX Certification

LPL Financial Retirement Plan Consulting Program (RPCP)

CENTRE FOR FIDUCIARY EXCELLENCE

Opportunity

Investment Advisor Representatives (IARs) who use the LPL Financial Retirement Plan Consulting Program (RPCP), can differentiate themselves with a CEFEX certification.

Background

The RPCP program has been certified by the Centre for Fiduciary Excellence (CEFEX), an independent third-party certification body. CEFEX performs fiduciary assessments based on a best practice standard: the *Prudent Practices for Investment Advisors* handbook, published by fi360, Inc.

What it means

Today, about 75 investment advisors throughout the United States and Canada, representing approximately $100 billion in assets, have achieved the Investment Advisor certification. These advisory firms have the right to use the CEFEX mark. CEFEX-certified advisors pledge to adhere to the highest level of fiduciary governance. "Proof beats promises."

What's involved

The independent assessment includes a background check, a document review (including the investment policy statement), client performance reports, a Fiduciary Scoring of investments, and review of due diligence procedures. The assessment typically involves a one to two day visit when client files are sampled. You are provided with opportunities for improvement, and given three months to address non-conformities (if any).

How you can leverage it

If you are an IAR and approved into the RPCP program, you are a significant step closer to achieving this distinction due to LPL's certification. Because a portion of the regular CEFEX assessment has already been addressed, the time required is less and expense is lowered.

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Benefits

- Increased assets under advisement due to differentiation. Ask CEFEX for testimonials.
- Improved risk management. Helps keep your investment methodology well documented. Can also mitigate the disruption caused by a Department of Labor audit.
- Improved corporate value. Your business is worth more to suitors or successors as a certified entity.

Features

- Print and online certificate and right to use CEFEX mark and web-mark.
- Registration on CEFEX's public online database.
- News release to CEFEX/fi360 fiduciary community (25,000 and growing).
- Advisor-specific LPL Financial News Release template available.
- Letter of Registration and Public Report of the advisor assessment suitable for distribution to clients.
- Right to use CEFEX descriptive material, customized with your firm information.
- CEFEX firm profile can be written (additional fee applies).
- Facilitated CEFEX certification of your plan/foundation clients.

How to apply

Due to the collaboration between LPL Financial and CEFEX, annual assessment fees are discounted and typically range from $2,525 to $6,500, depending on assets under advisement and the advisor's business scope. Please contact Charles Burger at (412) 221-0292 or cburger@cefex.org for more information, sample material and details.

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CENTRE FOR FIDUCIARY EXCELLENCE

CEFEX Centre for Fiduciary Excellence, LLC. is an independent certification organization. CEFEX works closely with industry experts to provide comprehensive assessment programs to promote fiduciary best practices. It certifies investment stewards, advisors, fiduciary advisers (PPA), managers, ASPPA recordkeepers, ASPPA administrators and support services firms. To learn more about CEFEX, please visit www.cefex.org.

Fi360 promotes a culture of fiduciary responsibility and improves the decision-making processes of all types of investment fiduciaries and financial service providers, including advisors, brokers, wealth managers, plan sponsors, trustees, accountants, lawyers and more. Fi360 solutions include educational training programs, the Accredited Investment Fiduciary® (AIF®) and Accredited Investment Fiduciary Analyst (AIFA®) professional designations, analytical and reporting technology, the fi360 Fiduciary Score® investment analysis, online resource center, ongoing member support and more. For more information, visit www.fi360.com.

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