

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.

Source: Retrieved from <https://www.cefex.org/Index.shtml>

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