

## 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 helps 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, and is positioned to earn the public's trust. This registration serves investors who require assurance that their investments are being managed according to commonly accepted best practices.

## What's In The CEFEX Certification Audit?

**CEFEX** assessment is based on the international standard, ISO 19011: Guideline for quality management system auditing. The assessment is evidence-based, and all work is reviewed by the **CEFEX** Registration Committee to ensure impartiality and consistency.

The assessment typically includes document review, client file sampling, on-site visits and interviews with senior representatives at the firm. The assessment is conducted by **CEFEX** Analysts who must hold the Accredited Investment Fiduciary Analyst<sup>®</sup> designation and maintain annual training by **CEFEX**.

The assessment methodology includes attorney-developed schedules based on regulation.

The **CEFEX** certification audit is based on the standard described in the document: "Prudent Practices for Investment Advisors" published by f360, Inc.

### THE ADVISORY FIRM AND ITS ADVISORS ARE REQUIRED TO:

1. Know standards, laws and trust provisions
2. Diversify assets to specific risk/return profile of the client
3. Prepare an investment policy statement
4. Use prudent experts and document due diligence
5. Control and account for investment expenses
6. Monitor the activities of prudent experts
7. Avoid prohibited transactions and avoid or manage conflicts of interest in favor of the client

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

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