



Unified Trust Company Was First Trustee CEFEX Certified for Fiduciary Excellence

Unified Trust was the first trustee in the U.S. certified by CEFEX, Centre for Fiduciary Excellence, for Fiduciary Best Practices. We were re-certified for discretionary investment services provided in a trust environment for trustee-directed and participant-directed plans and individual investors.

“A fiduciary must be loyal to the client 100% of the time, and have no conflicts of interests,” said Dr. Gregory Kasten, the CEO of Unified Trust Company, NA. “In addition, the fiduciary must employ the prudent expert operating process.”

The annual certification process involves a detailed assessment of operational data and procedures, followed by on-site interviews with key personnel. Unified Trust is registered at www.cefex.org, where the registration certificate can also be viewed at www.cefex.org/registeredCompanies.aspx.

The annual certification process involves a detailed assessment of operational data and procedures, account sampling, followed by on-site interviews with key personnel.

Why Did Unified Trust Seek Independent Fiduciary Certification?

Investors and retirement plan sponsors are best served if their advisors always act in the best interest of the client. In an environment of increasing anxiety and litigation, trust in the asset manager is more important than ever. Stewards of retirement plans, foundations and trusts are looking for *proof* of their investment firm’s integrity and due diligence process

The assessment is conducted by an independent CEFEX Analyst. The analyst has achieved the Accredited Investment Fiduciary Analyst (AIFA®) designation from the Center for Fiduciary Studies, has extensive industry experience and has access to CEFEX subject matter experts as required.

The CEFEX Fiduciary Certification is an independent recognition that Unified Trust has day to day conformity of all Fiduciary Practices and Criteria. It implies that, as a fiduciary, Unified Trust can demonstrate adherence to the industry’s best practices, and is worthy to receive the public’s trust and business.

Fiduciary Best Practices describe how an Investment Advisor assumes the responsibility for managing a client’s overall investment strategy: deciding on the client’s asset allocation, developing the client’s investment strategy, implementing the strategy with appropriate Investment Managers, avoiding conflicts of interest and monitoring the strategy on an ongoing basis.

About CEFEX and Fiduciary360

CEFEX is an independent rating and certification organization. CEFEX works closely with the investment community and the fiduciary industry to provide comprehensive assessments that measure risk and trustworthiness of investment fiduciaries.

Fiduciary360 developed the Accredited Investment Fiduciary (AIF®) and Accredited Investment Fiduciary Analyst (AIFA®) designations. Fiduciary360 is comprised of the Foundation for Fiduciary Studies, a nonprofit organization established for the purpose of defining the practices that detail a prudent process for investment fiduciaries; the Center for Fiduciary Studies, which provides educational programs on investment fiduciary responsibility; and Fiduciary Analytics, for investment decision-makers.

According to the CEFEX general manager, Carlos Panksep, “Through independent assessment, which addresses the audit defined in the new U.S. Pension Protection Act, the certification provides assurance to investors, both institutional and individual, that Unified Trust Company has demonstrated adherence to the industry’s best fiduciary practices. This indicates that the firm’s interests are aligned with those of investors.”

The Fiduciary Practices are substantiated by legislation, case law and regulatory opinion letters from the Employee Retirement Income Security Act (ERISA), Uniform Prudent Investor Act (UPIA) and the Uniform Management of Public Employee Retirement Systems Act (MPERS) in the U.S. A full copy of the Fiduciary Practices is available at www.fi360.com.