

**Dr. Gregory W. Kasten**  
**Unified Trust Company, N.A.**

## **CEFEX CERTIFIED FOR FIDUCIARY EXCELLENCE**

### **Unified Trust Company Was the 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 have been annually 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, N.A. “In addition, the fiduciary must employ the prudent expert operating process.”**

The annual certification process involves a detailed assessment of operational data and procedures, account sampling, followed by onsite interviews with key personnel. CEFEX conducts assessments according to the principles of the international standard ISO/IEC 17021: Conformity Assessment. Certification provides independent demonstration that management of the organization conforms to specified requirements and is capable of consistently achieving its stated policy and objectives and is effectively implemented. Unified Trust is registered at [www.cefex.org](http://www.cefex.org), where the registration certificate can also be viewed at [www.cefex.org/registeredCompanies.aspx](http://www.cefex.org/registeredCompanies.aspx).

### **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.

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**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 Fi360**

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.

Fi360 developed the Accredited Investment Fiduciary (AIF®) and Accredited Investment Fiduciary Analyst (AIFA®) Designation Training programs. The Center for Fiduciary Studies is the standards-setting body for Fi360 and develops and maintains the Prudent Practices™ defining the practices that detail a prudent process for investment fiduciaries. Fi360 also develops sophisticated fiduciary management online tools for investment professionals that provide more efficient and effective implementation of the Prudent Practices. In addition to training, designations and tools, Fi360 offers a host of fiduciary resources including webinars, annual conference and public advocacy for laws that promote greater transparency and accountability in the investment industry.

According to the CEFEX general manager, Carlos Panksep, "Through independent assessment, which addresses the audit defined in the 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](http://www.fi360.com).

*Products and services offered by Unified Trust Company, N.A. are not insured by the FDIC, are not a deposit or other obligation of, or guaranteed by, Unified Trust Company, N.A., and are subject to investment risks, including possible loss of the principal amount invested.*