

**SageView Advisory Group**

**Introduction**

Market leaders in financial services are seeing the benefits of employing a systematized fiduciary process to govern the delivery of services to both institutional and retail clients. SageView Advisory Group is a prime example. Members of its management and professional staff are well versed in fiduciary best practices having earned the designation of Accredited Investment Fiduciary™ (AIF) or an Accredited Investment Fiduciary Analyst™ (AIFA) from the Center for Fiduciary Studies – University of Pittsburgh. The firm itself has received certification from CEFEX Centre For Fiduciary Excellence that it conforms to all of the practices and criteria that comprise a Global Fiduciary Standard of Excellence.

Randall C. Long founded SageView in 1989 by assembling a team of seasoned professionals from other well known financial service firms, including Buck Consulting and Smith Barney. With partner Jon Upham, he now leads a firm of 84 employees and 14 offices located throughout the US. Headquartered in Irvine, CA, SageView is a highly-focused financial services firm specializing in providing customized comprehensive retirement plan consulting, actuarial consulting, executive benefits and wealth management services.



Randy Long  
SageView Advisory Group

SageView's Institutional Retirement Plan Services team delivers customized fiduciary solutions to both defined contribution and defined benefit plans. Its documented processes, proprietary analytics, dedicated research and uncompromising commitment are designed to guide clients through the ever-changing and intricate world of retirement plans. The firm focuses on ensuring that a client's retirement plan satisfies required guidelines and utilizes industry best practices. To manage plan risk, investment oversight, compliance complexities, employee education and other client specific challenges, SageView assumes a partnership role with its clients. The firm believes that its commitment to fiduciary responsibility, documented processes and partnership result in comprehensive and uniquely tailored retirement plans. This commitment contributes to the firm's stature and has helped to increase its client base, now at 260, as well as assets under care, now over \$12 billion. The firm has also been recognized by PlanAdviser Magazine as among the top 100 advisers "who are truly making a difference in helping to build a secure retirement for others."

**SageView Experience**

Having earned the AIF® Designation in 2005, Randy led his team to incorporate fiduciary best practices in the firm's business processes. "Later on" Randy said, "I saw an opportunity to differentiate SageView by demonstrating the firm's conformity with those practices through independent verification." He selected CEFEX for this purpose resulting in the firm's CEFEX certification in 2009. Although it has been only two years since the firm's initial certification, Randy sees the certification as helping to win business saying "Independent verification carries weight! We mention it in our presentation materials and talk it up when meeting with prospects." Randy also ties certification to the firm's fiduciary culture saying that "A firm's culture is equally important in winning new business." This culture is exemplified by the number of professionals in the firm who have earned such designations as AIF®, AIFA® and CFA and the firm's sponsorship of the requisite professional education. Randy believes that all of this amounts to a winning formula pointing out that "Since certification, the number of clients has increased by 102 and assets under care by \$5.8 billion."

SageView also found that CEFEX assessment helped to improve some of the firm's processes. Randy says that as a result of assessment, the firm has improved the procedures followed by its internal investment committee, including the documentation that it maintains. Improvements to the firm's proprietary investment selection and monitoring methodology also resulted.

## CEFEX

CEFEX, Centre For Fiduciary Excellence provides independent verification of an organization's conformity with all Practices and Criteria that constitute a Standard applicable to a particular function involved in the management of other people's financial assets. Whether as trustees or investment committee members of foundations, endowments or retirement plan, or as an Investment Advisor, Asset Manager, Recordkeeper or other service provider, the need to demonstrate one's trustworthiness to one's constituents or clients is becoming increasingly more important.

CEFEX certification helps increase trust. It serves as a tool to publicly demonstrate best practices in fiduciary operations. It is a self-imposed due diligence for the benefit of an investor who has directly or indirectly entrusted financial assets to another. Such due diligence takes the form of an assessment process conducted by a CEFEX Analyst. This Analyst has achieved the Accredited Investment Fiduciary Analyst™, has extensive industry experience and has access to CEFEX experts in related disciplines.

Standardization is essential in achieving global acceptance of the principles of fiduciary excellence and to assuring investors of consistent, unbiased methodologies. CEFEX uses the International Organization for Standardization (ISO) 19011 for performing assessments. This is a methodology employed internationally in other industries for over 30 years.

A successful CEFEX certification process, as confirmed by the CEFEX Registration Committee results in:

- A CEFEX certificate and Letter of Registration being issued:
- Registration on CEFEX's public database at [www.cefex.org](http://www.cefex.org)
- Permitted use of the CEFEX mark in both print on-line form
- Issuance of a Public Certification Report suitable for distribution by the certified firm
- A News Release issued by CEFEX.

The CEFEX registration remains valid for 12 months and is extended through subsequent annual renewal assessments.

This Certified Firm Profile is one of a series demonstrating the experience of CEFEX certified firms, a growing community of investment firms and other entities who recognize the value and importance of fiduciary conformity.



**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](http://www.cefex.org):

2255B Queen St. East, Suite 406 • Toronto, Ontario Canada M4E 1G3 • Tel: 416-693-9733 • e-mail: [admin@cefex.org](mailto:admin@cefex.org)