

# A conversation with Judy Brown, President of Great Lakes Pension Associates, Inc.

How CEFEX® Certification benefits TPAs and Recordkeepers.

## WHY DID GREAT LAKES ORIGINALLY SEEK TO BECOME CEFEX® CERTIFIED?

**Judy Brown:** I was intrigued by the challenge to see how our firm measured up to the established CEFEX® standards. Sometimes, in our own small worlds, we feel we are doing our best when there may be areas we can further improve. I am very pleased that Great Lakes performs so well against the standards, however, there is so much to gain by having an expert outside your business provide guidance and advice.



**Judy K. Brown**  
*President, Great Lakes Pension Associates, Inc.*

- Great Lakes Pension Associates, Inc.
- Farmington Hills, MI
- TPA firm with 700 plan clients
- CEFEX® certified for Administration Services since June 3, 2015

## HOW DOES GREAT LAKES BENEFIT FROM ITS CERTIFICATION?

**Judy Brown:** Great Lakes benefits from the certification in many ways. Two of the most important are: First, satisfying our vision of continually improving our company, business, working environment and employees. We are continually striving to find more effective, and more efficient, ways of helping our business and our clients. Having an outside CEFEX® analyst come in, who understands the industry, and give thoughtful input and suggestions, is priceless.

Secondly, the CEFEX® certification allows us to differentiate ourselves from our competition and provides another way to demonstrate our expertise and dedication to serving our clients.



*CEFOX® mark for retirement plan service providers*

## DOES CEFEX® CERTIFICATION HELP IN GAINING NEW BUSINESS OR IMPROVING EXISTING CLIENT RETENTION?

**Judy Brown:** I believe the CEFEX® certification helps in both gaining new and retaining existing business. We have found that during the sales process, prospects who are ISO-certified\* identify with our CEFEX® certification and the effort it takes to maintain it. We use the certification to market ourselves in every way possible—from our website to our marketing materials to every email that leaves our office. Again, it helps to demonstrate that our consultants and business practices have been highly scrutinized and are successful. Sometimes clients and financial advisors do not have a way to evaluate a TPA other than on price. We are determined to provide industry-leading guidance and services to our clients and feel the CEFEX® certification provides the best way to measure the quality of a TPA.



The Great Lakes Pension Associates team



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### About CEFEX® Certification for Recordkeepers and TPAs

Recordkeepers and TPAs voluntarily undertake independent CEFEX® assessments to demonstrate their adherence to a standard of best practice. The objective of this case study is to provide insights on the benefits to certification. For more information, please email [Fi360Enterprise.sales@broadridge.com](mailto:Fi360Enterprise.sales@broadridge.com) or call **+1 866 390 5080**.

\* ISO is the International Organization for Standardization, which oversees numerous certification programs, including those for manufacturers, aerospace, automotive, medical and food safety.

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