



## How is RF™ Different?

### *The only certification that...*

- Restricts its use to actual fiduciaries that are screened for entry into the program.
- Demonstrates procedural prudence in selection of designees with the accompanying documentation
- Protects a firm from fiduciary liability at three possible levels. For fiduciaries with:
  - Minimal exposure (Assets less than \$10 million)
  - Moderate exposure (Assets of \$10 to \$100 million)
  - High exposure (Assets over \$100 million)
- Curriculum reflecting the latest current regulations, such as:
  - Final advice regulations for level fee and computer models of ERISA § 408(g)
  - Final fee disclosure regulations of ERISA § 408(b)(2) and ERISA § 404(a)(5)
  - Proposed fiduciary re-definition
  - Proposed harmonization required under Dodd-Frank § 913
  - Fiduciary compensation practices that retain revenue at previous levels
  - Recognizes and is compatible with all other major certifications
- Is integrated with professional disciplines (wealth management, financial planning, foundations and endowments, retirement plans, etc.)
- Has a governance structure (Fiduciary Standards Board) with built-in checks and balances
- Is cost-effective

## Regulations Impose Fiduciary Requirement

- The regulatory pressure to replace existing suitability requirements with a fiduciary level of care has finally come to fruition. The regulatory environment also is becoming more threatening as regulators that have been silent in the past, now begin to exercise their enforcement powers over advisers.
- The RF™ training and validation is the resource to prepare for and adapt to a more challenging environment.
- Federal agencies with oversight responsibilities for advice delivery have had increases in their enforcement budgets and openly discussed the plans to more aggressively regulate advisers. This indicates the intent to achieve a high degree of compliance with both new and existing rules. Notable agencies are:
  - Securities and Exchange Commission
  - Department of Labor
  - Internal Revenue Service
- New rules have also emphasized the role of civil litigation as a means of enforcement.