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Financial Services Firms Seek Solutions to Fortify Fiduciary Awareness, CFM Partners Responds with New, Targeted Program

*Whether the DOL Rule Is Delayed, Revised, or Rescinded, CFM's Fiduciary Awareness & Education Program
Helps Firms Educate Advisors and Prepare for Change*

Washington, D.C. – February 27, 2017 – While the fate of the highly publicized DOL Fiduciary Rule is still unclear, the overwhelming majority of financial services firms are moving forward with their plans to transition to a fiduciary model. To assist firms with this transition and train financial advisers on new roles and responsibilities, CFM Partners has added a new Fiduciary Awareness and Education Program to its comprehensive suite of forward-looking governance, risk, and compliance (GRC) management solutions.

Results of a recent study, released early this month, found that roughly 86% of financial services organizations are moving ahead with their plans to comply with the original Fiduciary Rule¹ at either full speed or an only slightly slower pace. Considering the uncertainty surrounding the Rule's fate, these organizations are now looking to modify their approach to training by providing advisers with an understanding of fiduciary roles and responsibilities, as well as an enhanced awareness of the regulatory and market environments.

“Heightened investor awareness of fiduciary standards has elevated training of this kind to a strategically competitive advantage,” said Beth Murphy, president and CEO of CFM Partners. “Our Fiduciary Awareness Program is an innovative and flexible solution designed to meet the industry's immediate and ongoing training needs as business models and regulatory requirements evolve. The Program focuses less on the Rule itself, and more on providing professionals with a solid foundation in best practices and the standards that apply when providing investment advice in a fiduciary capacity.”

The Intelligent Alternative for Fiduciary Education

Developed with input from several of the industry's most successful firms, CFM's Fiduciary Awareness and Education Program is a rapidly deployable and flexible training solution. A distinct advantage of the Program is its multi-faceted approach to fiduciary education.

- **Role-Specific Training** – Specific fiduciary roles and responsibilities can have different implications for advisers who serve different client bases and offer different products and services to clients. For this reason, the Program is designed to address these differences and includes courses designed to meet role- and business model-specific training needs on an ongoing basis.
- **Initial Fiduciary Awareness Training** – Designed to help firms meet immediate training needs and provide advisers with an understanding of the regulatory environment and fiduciary concepts required to respond effectively to client questions and prepare for the transition to a fiduciary role.
- **Ongoing Fiduciary Education** – For advisers transitioning to a fiduciary role, the Program includes in-depth and ongoing training on fiduciary obligations and best practices.
- **Investment Product and Planning Training** – Ongoing product and planning training designed to provide advisers with knowledge essential to meeting fiduciary obligations under the best interest and prudent person standards.
- **Tailored Content** – Courses can be tailored to incorporate firm-specific business models, policies, procedures, and processes into the Program’s content and organization. This ensures that training is highly relevant and as comprehensive as possible.

The Fiduciary Awareness and Education Program includes CFM Partners’ exclusive Compliance Content Distribution and Tracking features that allow administrators to ensure the right people see the right information at the right time, using Push-by-Profile distribution and customized audience assignments. Tracking allows managers to track policy usage, course completion, and acknowledgment of alerts and attestations.

In addition, the Fiduciary Awareness and Education Program resides in the cloud, where it is accessible on demand and is maintained, updated, and supported by CFM’s team of experts.

Pricing and Availability

The Fiduciary Awareness and Education Program is available directly from CFM Partners now. Pricing is based on the number of users. Additional information and a no-obligation consultation are available by calling +1-202-364-2380 or emailing Solutions@CFMPartners.com.

About CFM Partners

CFM Partners is a GRC (governance, risk, and compliance) technology and intelligence solution provider located in Washington, DC. CFM combines innovative technology with deep compliance and industry expertise to deliver integrated, knowledge-based GRC solutions that enhance governance and improve risk management. CFM understands the marketplace, the regulatory environment, and the importance of putting the right tools and information into the hands of the right people at the right time. To learn more about CFM and why its solutions are used by many of the world’s largest and most respected organizations, visit www.cfmpartners.com.

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1. New Fidelity Research reveals advisors remained focused on implementing DOL Fiduciary Rule. (2017, February 7). Retrieved from <https://www.fidelity.com/about-fidelity/institutional-investment-management/2016-q4-advisor-pulse>