

# CEFEX® Certification Helps Recordkeeper Grow Advisor Network

A conversation with Tim Werner, President, BlueStar Retirement Services, Inc.

## WHY DID BLUESTAR SEEK TO BECOME CEFEX® CERTIFIED?

**Tim Werner:** Initially, we wanted to take advantage of the emerging standard and to communicate to the industry our commitment to proper processes and execution. Once certified, we got excited about the growing recognition of the standard and the community that was growing along with it. It's been great to be a part of this community, especially through the Fi360 conferences which have been great gatherings of like-minded retirement plan professionals.



**Tim Werner**  
President, BlueStar Retirement Services, Inc.

- Recordkeeper & TPA
- Ponte Vedra Beach, FL 32082
- Serves 60+ MEPs and 1,000+ standalone plans
- CEFEX® certified since 2012

## HOW DOES BLUESTAR BENEFIT FROM ITS CERTIFICATION?

**Tim Werner:** BlueStar has long enjoyed a solid foundation in the multiple employer plan (MEP) space. We know that becoming part of the CEFEX® community gave us a significant boost in the traditional 401(k) space, bringing it to represent half of our business today. Our CEFEX® certification helped us expand and deepen relationships with Registered Investment Advisors (RIAs). And now that pooled employer plan (PEP) regulation is in place, we're confident we are well positioned to prove our competence and continue to grow with PEPs.

As a process-driven firm, the CEFEX® annual renewal process helps focus our attention on our next areas for improvement, as we are always working to get better.

I'll also note that in our Association MEP line of business, many associations are not as familiar with providers in the retirement plan space. Many of them have gained confidence in us, knowing that we undergo annual certification from an industry-focused third party. It's great that we've been able to establish a certification from inside the industry rather than have one imposed from the outside.



*CEFEX® mark for retirement plan service providers*

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

**Tim Werner:** CEFEX® certification has definitely helped us broaden our reach to RIAs, particularly Accredited Investment Fiduciaries®. We cite our CEFEX® certification alongside our Service Organization Control (SOC) audits and security standards as the foundation of our process integrity. These pillars appear on our website, in our proposal brochures, and in our face-to-face presentations. But as I mentioned earlier, the growing CEFEX® community is a big part of new business gains for us.

BlueStar is an integrated recordkeeper and third party administrator, and while BlueStar serves all varieties of DC plans, BlueStar is a nationally recognized expert in the servicing of MEPs and PEPs. BlueStar is a service-first organization which has built proprietary systems which enable service delivery excellence. We pride ourselves on delivering logical experiences for all users, with a particular focus on retirement readiness data for every participant.



**Tim Werner, JD, AIF**  
**President and General Counsel**

Email: [TWerner@BlueStarRetirement.com](mailto:TWerner@BlueStarRetirement.com)

Office: 904.273.5220  
904.395.8250

822 A1A N., Suite 211  
Ponte Vedra Beach, FL 32082

[BlueStarRetirement.com](http://BlueStarRetirement.com)

**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 of certification for recordkeepers and TPAs. For more information, please email [Fi360enterprise@broadridge.com](mailto:Fi360enterprise@broadridge.com) or call **+1 866 390 5080**.

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

[broadridge.com](http://broadridge.com)

