



FOR IMMEDIATE RELEASE

Weigh House Certified for Fiduciary Excellence

Investor consultancy is the first in Canada to have its support services CEFEX-certified

TORONTO, April 19 – Weigh House Investor Services today announced that its investment support services have been certified by the Centre for Fiduciary Excellence (CEFEX) as adhering to the fiduciary standard of excellence. Weigh House is the first organization in Canada to achieve this independent certification.

The annual certification process required detailed assessment of Weigh House’s operational procedures, service offerings and client files, followed by on-site interviews with key management and service delivery personnel. Weigh House is now registered at www.cefex.org where its [certificate](#) is available for viewing.

“CEFEX is a welcomed new player in the Canadian marketplace, and symbolic of a general reshaping within the global investment advisory industry,” said Warren MacKenzie, president and CEO of Weigh House Investor Services. “In Great Britain, Australia and the U.S., legislative changes are planned or under consideration that will prohibit financial advisors from giving ‘advice’ on investment products and then receiving commissions when clients follow that advice.

“Eventually all investment advisors will be held to the fiduciary standard, and we will look back in disbelief that we long endured a model where advisors were not explicitly required to put clients’ best interests first,” continued Mr. MacKenzie. “Until then, Weigh House represents a unique advisory channel, providing Canadian investors with independent, unbiased assessments of their current positions and straight answers on how to get to where they want to go.”

Weigh House was evaluated against [The Prudent Practices for Investment Support Services](#), part of a series of standards published by Fiduciary360 (fi360) of Pittsburgh, PA. The assessment was conducted in accordance with the International Organization for Standardization (ISO) audit process 19011.

“With so much anxiety in the investment industry, trust in the investor-advisor relationship is more ephemeral than ever,” said Carlos Panksep, general manager of the Centre for Fiduciary Excellence. “CEFEX’s independent assessment and certification assures investors that Weigh House has demonstrated conformity to the industry’s best practices and is well positioned to earn their trust.”

ABOUT WEIGH HOUSE INVESTOR SERVICES

Weigh House Investor Services is the first choice for straight answers for Canadian investors. Certified by the Centre for Fiduciary Excellence (CEFEX), Weigh House provides fee-for-service personal financial planning, investment portfolio strategy and assessment, investment counselor searches, and ongoing portfolio monitoring for individual investors, employees and not-for-profit organizations. The company employs the proven strategies utilized by institutional money managers to improve investment returns, while reducing investment risks and fees. For further information, please visit, www.weighhouse.com.

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Weigh House Media Contact

Robert Miskimmin

t: 416.640.0550 ext. 232

email: robert.miskimmin@weighhouse.com