


CUSO names executive to oversee advisory services to banks, credit unions

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Third-party broker dealer CUSO Financial is gearing up for the DoL's fiduciary rule and the anticipated shift to fee-based business.

The firm named a company newcomer to a new position as senior vice president for advisory services, CFS announced on Wednesday.

Richard Keltner will oversee the development and implementation of both full-service and digital advisory services, including product development, pricing, custody/clearing platform selection and sales and product training for advisers. More broadly, he will set the overall advisory strategy for both CFS and sister firm Sorrento Pacific as well as registered investment advisers that provide investment and insurance services to banks and credit unions.



Richard Keltner will oversee full-service and digital advisory services and set overall advisory strategy for both CFS and sister firm Sorrento Pacific.

Prior to joining CFS, Keltner was with Charles River Development as director of client services, a position he held for more than four years, according to his LinkedIn profile.

"Although we have been offering advisory services throughout our history, we recognized that this area will offer extreme growth within the next few years," Valorie Seyfert, CEO for the two broker-dealers, said in a statement. "Hiring another experienced manager with the background and technology acumen to address the changing industry needs was the next logical step for us."