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A Texas RIA Combines ESG and 401k

Austin, Texas-based **LeafHouse Financial**, under the direction of president **Todd Kading**, is taking its interest in environmental, social, and governance (ESG) investing even further with the introduction of the *LeafHouse Investment Sustainability System*. The company is no stranger to ESG factors; they recently **collaborated** with Social(k) and Pentegra to create the *Big Green Retirement Plan*, for which LeafHouse provided fiduciary services.

The new system is designed to allow plan sponsors to integrate ESGs into their retirement plans. Funds are chosen based on LeafHouse's *LeafHouse GPA* score, which is assigned based on their peer group rankings, and whether or not they promote sustainability.

"Environmental, social, and governance (ESG) factors are increasingly viewed as important elements in determining the financial performance of companies," Kading states. "Our firm ... sees the trajectory of ESG investing rising, and believes the time is right to offer investment oversight to retirement plans."

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