



Betsy Custer

Advisor

“Volunteering at the Atlanta Humane Society has been one of my most rewarding experiences. Helping people find companionship and helping animals find a home is a win-win for all involved.”



Betsy Custer’s more than 30 years experience in the retirement plan industry benefits White Horse’s clients by facilitating favorable outcomes for participants and meeting fiduciary responsibilities. Prior to joining White Horse, Betsy led a major financial institution’s client servicing team responsible for institutional retirement plan business. She has been involved with all aspects of retirement plans including: investment menu construction and monitoring, plan design, and vendor selection and management enhancing effectiveness for both plan sponsors and plan participants. Betsy’s extensive knowledge of ERISA, DOL and IRS regulations makes her a proactive advisor for clients’ needs and goals. In 2014, Betsy earned the Accredited Investment Fiduciary® (AIF®) Designation from the Center for Fiduciary Studies™.

Betsy grew up outside of Philadelphia, PA and started her career in New York City before coming to Atlanta in 1994. She is a graduate of Denison University where she earned a Bachelor of Arts Degree. She lives in the Buckhead area of Atlanta, spends her spare time with family and friends, exercises, and volunteers at the Atlanta Humane Society (AHS). She enjoys participating in AHS’s annual pet parade and is a frequent volunteer with pet adoptions by matching animal rescues with new owners. Regardless of the season, Betsy enjoys spending time relaxing on the beach or enjoying the historic town of Fernandina Beach in Amelia Island, FL.