



USA FRANCE
FINANCIALS GROUP



Leadership and Vision for the French Community in the United States

CEDRIC S. SAGE
CEO & Founder



Cédric Sage, President and Founder of USAFrance Financials Group, discusses the firm's beginnings, its unique services, and future plans to support the French community in the U.S.

Q: Cédric, what motivated you to create USAFrance Financials Group?

Cédric Sage: While working with the French community in the United States, I noticed that their specific financial needs were not being properly addressed by traditional institutions. They often invested their money in unsuitable solutions because American carriers struggled to understand international issues and did not offer personalized options.

My goal in creating USAFrance Financials was to fill this gap by offering flexible, tailored, and portable wealth planning, investment, and retirement management solutions. We also help navigate the differences between French and American systems, particularly regarding taxation and social protection. Additionally, we partner with organizations that share our vision, ensuring comprehensive and personalized services.

Q: What sets USAFrance Financials apart from other financial advisory firms?

Cédric Sage: Our approach is transatlantic. French people in the U.S. face unique challenges, often due to the uncertainty of their stay and their reliance on French social protections. We develop a fully customized financial strategy, adapted to each client's personal and professional situation. This global strategy guides all our recommendations.

We make it a priority to offer portable solutions that remain effective no matter where our clients choose to live—be it the U.S., France, or elsewhere. Moreover, our commitment goes beyond financial services, as we also support French associations that assist the French community in the U.S. Our professionalism has been recognized by Forbes Best-in-State Top Financial Security Professionals Awards in 2023 and 2024, where myself and two of my partners received this award.

Q: You recently announced a major evolution for USAFrance Financials. Can you tell us more?

Cédric Sage: USAFrance Financials is becoming USAFrance Financials Group and expanding with the creation of two new branches. **USAFrance Multi-Family Office**, a unique financial services boutique that specializes in providing financial strategies tailored solely to French ultra-high net-worth family and entrepreneurs residing in the United States.

USAFrance Business Services is dedicated to provide strategic support to business owners at every stage of their business lifecycle—from startup to management and succession. We also assist with employee benefit plans (retirement and insurance) aimed at talent retention. We have also welcomed Olivier Sureau, a recognized “Expert-Comptable” and CPA, as a Partner and Director of these two new branches. His professionalism and knowledge reinforce our commitment to offering the best services to our clients.

Q: What are your goals for the future?

Cédric Sage: We want to continue expanding our team and developing new services to meet our clients’ growing needs. Today, we manage the finances of more than 1,400 families and businesses, and this number keeps rising. We remain focused on excellence and innovation, while continuing to anticipate the needs of the French community, whether they choose to stay in the United States or return to France.

Q: Any final advice for your clients or the French community?

Cédric Sage: Anticipation is key. Even if your future seems uncertain, it’s essential to start implementing solutions now. We are constantly working to improve our processes. This ongoing reassessment is central to our success and that of our clients.

Learn more about USAFrance Financials Group: www.usafrancefinancials.com



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