CPWA® CERTIFIED PRIVATE WEALTH ADVISOR®

EXPERTISE THAT MAKES A DIFFERENCE **IN YOUR CAREER AND TO YOUR CLIENTS**

INVESTMENTS & WEALTH INSTITUTE™
formerly IMCA

ADD EXCEPTIONAL VALUE TO YOUR **HIGH-NET-WORTH RELATIONSHIPS**

The marketplace for advisors and wealth managers, especially in the demanding high-net-worth segment, is getting more competitive every day. The right kind of specialized knowledge—and the skill to put that knowledge to work—is getting more valuable in turn.

Certified Private Wealth Advisor® (CPWA®) is an advanced professional certification for advisors who serve high-net-worth investors. It's designed for seasoned professionals who seek the latest, most advanced knowledge and techniques to address the sophisticated needs of clients with a minimum net worth of $5 million.

The CPWA curriculum gives advisors the information and skills they need to make a difference and stand out in this demanding segment. Unlike basic credentials that focus primarily on financial planning, the Investments & Wealth Institute's CPWA program takes a holistic and multidisciplinary approach that includes wealth strategies, estate planning, wealth transfer, behavioral finance, family dynamics, tax management, and legacy planning.

BECOME A TOP ADVISOR FOR **THE MOST SOUGHT-AFTER CLIENTS**

Earning the CPWA certification is both rigorous and rewarding. It lets investors know that you're serious about wealth management, sets you apart from your peers, and gives you opportunities to get in front of the most sophisticated clients.

For advisors considering CPWA certification, there are three key reasons to make the commitment:

SPECIALIZED EXPERTISE AND SKILLS.

The explosion in global wealth in recent years has resulted in more high-net-worth clients than ever. In addition, the needs of these clients have become increasingly complex. CPWA certification gives you the specific expertise and skills you need to provide the in-depth advice they require, and the high level of customer service they expect.

DIFFERENTIATION THROUGH CREDIBILITY.

In the highly competitive field of wealth management, clients are very selective in choosing advisors. CPWA certification gives you the edge you need to stand out. In addition to gaining rigorous wealth management knowledge, being a CPWA holder means that you meet the highest ethical standards.

EXPERT INSTRUCTION.

The CPWA curriculum is taught in an intensive executive education program through the University of Chicago Booth School of Business, the Yale School of Management, or classes delivered by the Investments & Wealth Institute, with preeminent academic and practitioner faculty. All instructors are subject matter experts in their respective fields.

BENEFIT FROM A PRACTICAL BALANCE OF **THEORY AND REAL-WORLD TOOLS AND TECHNIQUES**

The CPWA curriculum is precise and extensive: It incorporates 169 topics organized into 11 sections and four knowledge domains that combine theory with practical application.

HERE'S A SUMMARY OF THE CURRICULUM:

DOMAIN I: HUMAN DYNAMICS

- Section 1: Ethics
- Section 2: Applied Behavioral Finance
- Section 3: Family Dynamics

DOMAIN II: WEALTH MANAGEMENT STRATEGIES

- Section 4: Tax Strategies and Planning
- Section 5: Portfolio Management
- Section 6: Risk Management and Asset Management

DOMAIN III: CLIENT SPECIALIZATION

- Section 7: Client Focus (Executives)
- Section 8: Client Focus (Closely Held Business Owners)
- Section 9: Client Focus (Retirement)

DOMAIN IV: LEGACY PLANNING

- Section 10: Charitable Giving
- Section 11: Estate Planning and Wealth Transfer

CPWA REQUIREMENTS

The following "Four E's" are required to complete CPWA certification:

EXPERIENCE

Candidates must exhibit five years of relevant experience in financial services prior to beginning the program.

ETHICS

Applicants must disclose any potential or real violations of the Investments & Wealth Institute *Code of Professional Responsibility*. Candidates must also successfully pass a comprehensive background check.

EDUCATION

Prior to certification, candidates must complete an executive education component at a CPWA-registered education provider program.

EXAMINATION

All candidates must pass a stringent examination requirement administered at a third-party testing center.

HOW CPWA CERTIFICATION COMPARES

The Investments & Wealth Institute's Certified Private Wealth Advisor® (CPWA®) and its complementary certification, the Certified Investment Management

CPWA®	CIMA®
SPONSORING ORGANIZATION	
Investments & Wealth Institute	Investments & Wealth Institute
IDEAL FOR	
Financial advisors who work with high-net-worth clients	Financial advisors and investment consultants
CURRICULUM FOCUS	
Advanced wealth management: Planning strategies for high-net-worth individuals, asset protection, tax and estate planning, legacy planning, family dynamics	Discretionary investment management: investment policy and plan design, portfolio construction, investment fundamentals and advanced theory, behavioral finance
TYPICAL TIME COMMITMENT	
7 months	9 months
MINIMUM WORK EXPERIENCE REQUIREMENT	
5 years (financial)	3 years (financial)
EXAMS REQUIRED	
1	2
EDUCATION REQUIREMENT WITH TOP 25 BUSINESS SCHOOLS	
Yes	Yes
ADHERENCE TO CODE OF ETHICS/STANDARDS	
Yes	Yes
RENEWAL PERIOD	
2 years	2 years
CONTINUING EDUCATION REQUIREMENT	
Required	Required

Analyst® (CIMA®), are must-have credentials for investment and wealth professionals. Compared with holders of other certifications, only CPWA professionals are trained to provide the extra depth and breadth of wealth management services that meet the demands of today's high-net-worth investors. CPWA certification is valuable for those who are in the early stages of their careers and want to strengthen both their knowledge and practical skills, as well as for seasoned professionals who want to expand their expertise.

CFP®	CFA®
CFP Board of Standards	CFA Institute
Financial planners	Portfolio managers and securities analysts
Financial planning: insurance, investment, tax, and estate planning	Investment expertise across all asset classes, economics, accounting, corporate finance, and portfolio management
18 months	3 years
3 years (financial)	4 years (investment)
1	3
No	No
Yes	Yes
1 year	1 year
Required	Optional

STAY CURRENT BY RENEWING YOUR CERTIFICATION.

In order to continue certification, and ensure that they have the latest expertise and skills, every two years CPWA holders must:

- Complete and report 40 hours of continuing education (CE) credit, including two ethics hours.
- Agree to continued adherence to the Investments & Wealth Institute *Code of Professional Responsibility,* and report any complaints or disciplinary actions registered during the previous two-year period.
- Pay a renewal fee.

CPWA holders who are also Investments & Wealth Institute members have access to top resources through our industry-leading conference programs, award-winning publications, and exposure to peer and industry leaders in our membership community.

TAKE THE **NEXT STEP**

If you are looking to cultivate your high-net-worth business, CPWA certification provides you with the knowledge and skills you need, and a respected credential that demonstrates your commitment to offering exceptional wealth management services.

Start your CPWA certification today.

ABOUT THE **INVESTMENTS & WEALTH INSTITUTE**

The Investment & Wealth Institute is a professional association, advanced education provider, and certification board for financial advisors, investment consultants, and wealth managers who embrace excellence and ethics. Through our events, continuing education courses, and acclaimed certifications—Certified Investment Management Analyst® (CIMA®) and Certified Private Wealth Advisor® (CPWA®)—we deliver rigorous training that's also highly practical.

Whether you are establishing yourself or are an industry veteran, whether your clients are individuals or institutions, we are committed to providing you the resources you need to be at your best and differentiate yourself from the pack.

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For more information on the CPWA certification as well as the Investments & Wealth Institute, visit **www.investmentsandwealth.org**

Investments & Wealth Institute
5619 DTC Parkway, Suite 500
Greenwood Village, CO 80111

T +1 303-770-3377
F +1 303-770-1812
E info@i-w.org