

# RMA<sup>SM</sup>

RETIREMENT MANAGEMENT ADVISOR<sup>SM</sup>



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

**INVESTMENTS  
& WEALTH  
INSTITUTE<sup>®</sup>**  
formerly **IMCA**



ADD EXCEPTIONAL  
VALUE TO YOUR  
**RETIREMENT**  
**BOUND CLIENTS**



## WHAT IS THE RMA PROGRAM?

The Retirement Management Advisor<sup>SM</sup> (RMA<sup>SM</sup>) is an advanced certification that focuses on building custom retirement income plans to mitigate clients' risks and to master the retirement planning advisory process, all within the ever-changing regulatory environment.

## WHAT DO YOUR CLIENTS WANT?\*

86%

of clients agree that their advisor meets a rigorous set of requirements to be certified.

61%

of investors say it is very important for their advisor to help them set clear goals for retirement.

72%

of investors agree it is very important for their advisor to help them maximize income for retirement.

\*Source: Absolute Engagement, HNW Investor Insights Study, 2017.

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

## WHAT ARE THE BENEFITS OF THE RMA PROGRAM?

- **Multidisciplinary Approach to Retirement Planning**

The RMA program maps a complete framework of the retirement planning universe. By presenting and evaluating several schools of thought, particularly on retirement allocation strategies and risk management techniques, advisors from any industry segment can adopt all or part of the best-practice processes.

- **Better Understand the Client's Retirement Mindset**

Using a combination of behavioral finance, industry research, and practitioner experience, the RMA program can help advisors better understand their clients' mindset at retirement, as they shift from accumulating and investing assets to funding retirement income. Because the program was developed, customized, and validated entirely from the client's perspective, it will also help improve communication, trust, and planning outcomes with clients.

- **Strategies for Custom Risk Assessment and Unbiased Solutions**

Guidance on risk-management techniques and solution strategies for each client segment, regardless of income or assets, makes the RMA program truly product-neutral with unbiased solutions for every type of client. This client-centered, outcomes-based approach is at the heart of the program, first doing what is best for the client, no matter the product or the payout.

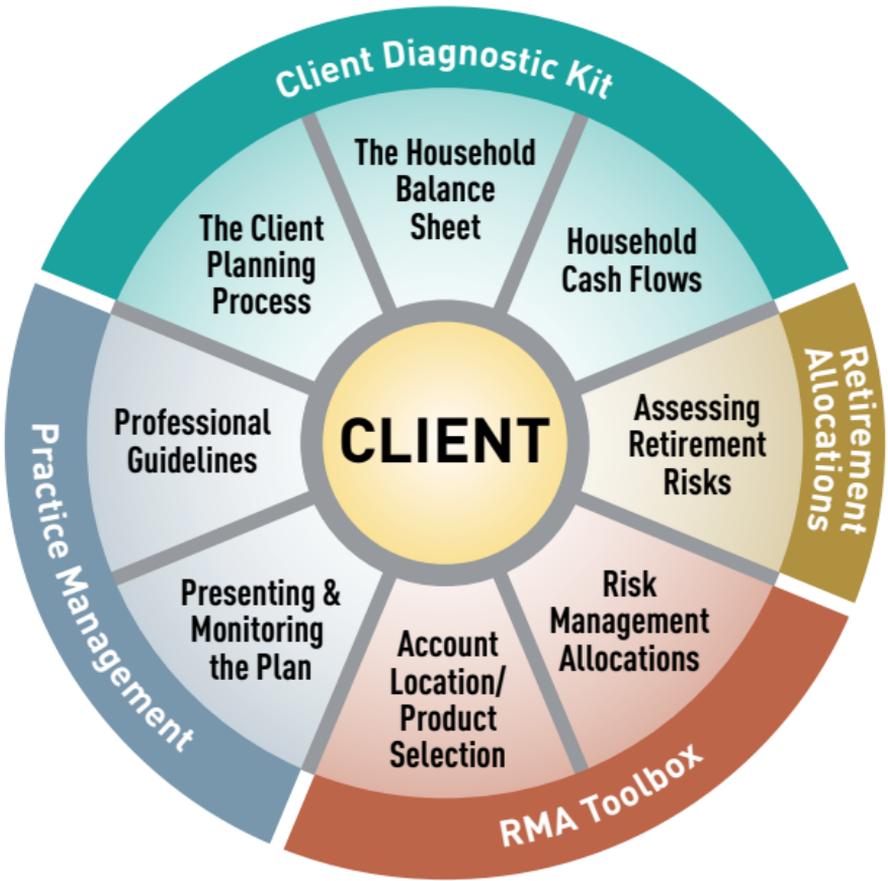
- **Practical Tools and Techniques to Use in Your Practice**

Starting with the Procedural Prudence Map, the RMA program provides practical tools that help advisors map a decision-making process that complies with fiduciary best practices and results in the most appropriate recommendations for the client's situation. Using the Client Diagnostic Kit helps set the stage for the initial client data gathering while the RMA Toolbox compiles the various strategies of the program into practical techniques that result in actionable client product recommendations.

- **Professional Guidelines and Standards**

As the newest addition to the Investments & Wealth Institute's advanced certification programs for financial advisors, RMA certifiants must abide by the Investments & Wealth Institute's *Code of Professional Responsibility*, along with continuing education requirements and ethics education every two years. These professional guidelines and standards help ease a client's mind when interviewing advisors.

# RETIREMENT MANAGEMENT ADVISOR ADVISORY PROCESS



## PROCESS TO EARN RMA CERTIFICATION

1. **REGISTRATION:** Advisors register for RMA Bundled Pathway to Certification
2. **ONLINE COURSE:** Candidates complete RMA Online Course
3. **CAPSTONE COURSE:** Candidates complete live RMA Capstone Course
4. **APPLICATION & EXAMINATION:** Candidates complete ethics and experience requirements and take RMA examination online
5. **CERTIFICATION:** Final step is to sign license agreement

# RMA

# REQUIREMENTS

The following “Four E’s” are required to complete the RMA certification:

## EXPERIENCE

Candidates must exhibit three years of relevant experience in financial services before certification.

## ETHICS

Applicants must disclose any potential or real violations of the Investments & Wealth Institute *Code of Professional Responsibility*.

## EDUCATION

Before certification, candidates must complete the RMA capstone course.

## EXAMINATION

All candidates must pass a stringent examination administered online.

## CERTIFICATION RENEWAL

RMA practitioners must renew their certification every two years to ensure that they have the latest expertise and skills. Renewal requirements are:

- 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.

# HOW RMA CERTIFICATION COMPARES

## RMA<sup>SM</sup>

Retirement Management Advisor<sup>SM</sup>

### IDEAL FOR

Financial advisors who work with clients nearing retirement

### CURRICULUM FOCUS

Needs analysis, distribution methods, tax-efficiencies, and healthcare requirements

### TYPICAL TIME COMMITMENT

6 months

### MINIMUM WORK EXPERIENCE REQUIREMENT

3 years (financial)

### EDUCATION REQUIREMENT WITH TOP 25 BUSINESS SCHOOLS/FACULTY

N/A

### ADHERENCE TO CODE OF ETHICS/STANDARDS

Yes

### CFP CONTINUING EDUCATION (CE) HOURS

28\*

*\*In a single renewal period. See website for details.*

The Investments & Wealth Institute's RMA and additional certification programs administered by the Institute, the Certified Private Wealth Advisor (CPWA) and Certified Investment Management Analyst (CIMA), are must-have credentials for investment and wealth professionals. RMA holders are trained to provide their clients with advanced retirement strategies, particularly for the decumulation phase of retirement.

<b>CPWA®</b>	<b>CIMA®</b>
Certified Private Wealth Advisor®	Certified Investment Management Analyst®
Financial advisors who work with high-net-worth clients	Investment consultants, researchers, advisors and wealth management professionals
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
7 months	9 months
5 years (financial)	3 years (financial)
Yes	Yes
Yes	Yes
28*	25 (self-report)

# WHO SHOULD PURSUE THE RMA PROGRAM?

Ideal candidates for RMA include: wealth managers and specialists, financial planners and advisors, investment consultants and advisors, retirement specialists, family-office professionals, trust professionals, tax and estate professionals.

RMA is considered a post-CFP, post-CIMA, post-CPWA designation when it specifically comes to retirement-oriented planning. While each of these designations addresses some elements of retirement planning, the RMA is retirement income-specific, with an emphasis on advising your clients through the realities of changing from an accumulation mindset to a decumulation mindset.

*“As a certificant and graduate of the RMA program I know that I am well prepared to handle my clients needs in this area.”*

**Dorothy Bossung, CIMA<sup>®</sup>, CPWA<sup>®</sup>, CFP<sup>®</sup>, RMA<sup>SM</sup>**  
Executive Vice President, Lowery Asset Consulting, LLC.  
Investments & Wealth Institute member since 1998

## RMA THREE-LEVEL PROGRAM

Level I: RMA Online Course



Level II: RMA Education Capstone



Level III: RMA Examination



# ABOUT THE INVESTMENTS & WEALTH INSTITUTE

The Investments & 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<sup>®</sup> (CIMA<sup>®</sup>), Certified Private Wealth Advisor<sup>®</sup> (CPWA<sup>®</sup>), and Retirement Management Advisor<sup>SM</sup> (RMA<sup>SM</sup>)—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.



For more information on the RMA certification as well as the Investments & Wealth Institute, visit [www.investmentsandwealth.org](http://www.investmentsandwealth.org).

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