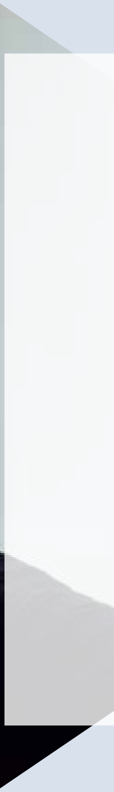
THE **EXCEPTIONAL** ADVISOR

Realize your vision for excellence.

INVESTMENTS & WEALTH INSTITUTE™
formerly IMCA

"I have always had a drive to do more than is expected. I believe in surrounding myself with peers who have the same goals. My fellow Institute members provide me a network of resources that are the keys to my success."

Betsy Piper-Bach, JD, CIMA®, CFP®, CTFA
President, ASAE Business Services, Inc.
Investments & Wealth Institute member since 1989



WHAT DOES IT TAKE **TO BE AN EXCEPTIONAL ADVISOR?**


ACE

Basic asset allocation and financial planning have become commodities. Today's clients expect more from their professional advisor. You must have a deep, yet practical, understanding of a constantly changing financial landscape. The stakes are high and the standards have been raised.

That's where membership in the Investments & Wealth Institute comes in. Whether you're establishing yourself or already an industry veteran, your clients are individuals, or institutions, if you're committed to giving clients the highest-quality advice and service, we provide you the resources you need to be at your best—and differentiate yourself from the pack.

AN INVITATION TO EXCEL

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 the acclaimed CIMA® and CPWA® certifications, we deliver rigorous training that's also highly practical.

Our members work in all types of financial firms and all career levels. They also recognize the lasting and positive impact of membership, with the majority confirming that their association with the Investments & Wealth Institute has helped them become better advisors.

BELONG TO AN **EXCEPTIONAL ORGANIZATION.**

Members can maximize the many benefits the Investments & Wealth Institute has to offer by taking advantage of the multitude of resources available to them, including live and online learning opportunities.

As a member of the Investments & Wealth Institute, you have access to:

ELITE INSTRUCTION

To deliver the premier-level education required for our certifications and conferences, we partner exclusively with some of the world's most prestigious business schools—notably University of Chicago Booth School of Business, The Wharton School at the University of Pennsylvania, Yale School of Management, and the Investment Management Research Program at the University of Technology Sydney in Australia. You'll study with the world's foremost professors and thought leaders.

What's more, this same "Ivy League" quality drives everything the Investments & Wealth Institute offers, from our certifications to our continuing education programs and conferences. Financial professionals attending an Institute event or program know they are getting the highest quality professional development in the industry.

BEST-IN-CLASS CERTIFICATIONS

Our Certified Investment Management Analyst® (CIMA) and Certified Private Wealth Advisor® (CPWA) certifications are highly esteemed for their unique blend of theoretical and practical education. We partner with top-tier institutions to provide training, and we administer and enforce the high standards advisors must meet to earn the certifications.

EXCEPTIONAL CONFERENCES

Each year, we hold conferences considered must-attend events by the advisor and consultant communities. Our Annual Conference Experience—ACE, Investment Advisor Forum, Wealth Advisor Forum, and other smaller gatherings feature deep-dive topical immersion, peer-selected and peer-reviewed content, expert speakers, and networking opportunities.

SPECIALIZED ONLINE LEARNING

Investments & Wealth Institute offers assessment-based online courses in vital areas such as Applied Behavioral Finance, Essentials of Investment Consulting, Fundamentals of Alternative Investments, and Fundamentals of Exchange-listed Options. In addition, our Online Learning Center is a comprehensive library of educational webinars and other training programs available at your fingertips. Online learning through the Institute is fully customizable to your learning objectives and is organized around the Investments & Wealth Competency Matrix.

INSIGHTFUL PUBLICATIONS

Institute members receive complimentary subscriptions to *Investments & Wealth Monitor, Journal of Investment Consulting, Investments & Wealth Research,* and *Journal of Retirement Management.* These publications provide the latest industry insights, research, and news, written by academic authorities, industry leaders and award-winning authors. Our library of articles has more than 2,000 fully searchable peer-reviewed articles.

COMMUNITY OF OUTSTANDING PEERS

The Investments & Wealth Institute brings together the best and brightest advisors, consultants, and wealth managers who share a drive to grow their knowledge and skills. Joining the Institute gives you instant access to this outstanding group of high-achieving leaders.

A HISTORY OF LEADERSHIP IN THE INVESTMENT AND WEALTH COMMUNITY.

We were founded in 1985 as the Investment Management Consultants Association (IMCA) to raise the professionalism of investment consultants through education, a code of ethics and certification, and also to protect the interests of the public by establishing high standards of professional conduct.

In 1987, we released one of the industry's first fiduciary standards, now called the Investments & Wealth Institute Code of Professional Responsibility**. The first Certified Investment Management Analyst (CIMA) and the first Certified Private Wealth Advisor (CPWA) certifications were granted in 1988 and 2008 respectively.**

In 2017, we became the Investments & Wealth Institute in response to our members' needs. Our name has changed to more accurately reflect what we offer for investment advisors and wealth managers and those they serve. Our objectives and mission remain the same: deliver premier investment and wealth management credentials and world-class education.

HANDS-ON BENEFITS
90% of surveyed members confirmed that our certifications provide them with effective ways to meet the real-world needs of their clients.

CERTIFICATIONS

DEMONSTRATE EXCELLENCE **WITH A CIMA OR CPWA CERTIFICATION.**

Today, competition for high-net-worth clients is intense. Enhancing your skill set, knowledge and ability to serve clients is crucial to set yourself apart from other financial professionals.

The Investments & Wealth Institute helps you reach the next level in your career with two of the industry's most respected certifications: Certified Investment Management Analyst (CIMA) and Certified Private Wealth Advisor (CPWA).

Both certifications embody the combination of specialized knowledge and hands-on application that is the hallmark of our educational programs. CIMA and CPWA professionals get the educational depth, rigor, and sophisticated skill set they need to rise above the rest, and practical knowledge they can immediately apply in their day-to-day roles.

CIMA holders meet specific requirements to advise individuals and institutions on asset allocation, traditional and alternative investment selection, performance and risk measurement, and portfolio construction. The CPWA program is for seasoned professionals, and focuses on the expertise and skills required for advanced wealth management for clients with $5–$50 million or greater in investable assets.

Our certification programs are designed for committed professionals already working in the industry, and to fit into the demands of your busy life.

“My participation with the Investments & Wealth Institute has given me practical insight that I can use every day with my retail and institutional clients. My experience in the certification process has helped me grow my business and my network.”

Dorothy Bossung, CIMA®, CPWA®, CFP®
Executive Vice President, Lowery Asset Consulting, LLC.
Investments & Wealth Institute member since 1998

WHICH CERTIFICATION IS RIGHT FOR YOU?

	CIMA	CPWA
Curriculum focus	Discretionary investment management: investment policy and plan design, portfolio construction, investment fundamentals and advanced theory, behavioral finance	Advanced wealth management: Planning strategies for high-net-worth individuals, asset protection, tax and estate planning, legacy planning
Clients advised	Individuals and institutions (retirement plans, endowments and foundations, pension plans)	High-net-worth individuals ($5 to $50 million in net worth)
Teaches technical knowledge and real-world application	Yes	Yes
Specialized coursework and exam required for certification	Yes	Yes
Emphasizes most current thinking and skills	Yes	Yes
Accredited	• Personnel Certification: ANSI/ISO 17024 • Universities: Association to Advance Collegiate Schools of Business	• Universities: Association to Advance Collegiate Schools of Business
Required years of experience	3 (can be earned during process)	5 (prerequisite)
Completion time	6–12 months	6–12 months
Registered education providers	• Chicago Booth • The Wharton School • Yale School of Management • Investment Management Research Program, University of Technology, Sydney, Australia	• Chicago Booth • Yale School of Management (starting in 2018)
Career impact	• Competitive differentiation • Higher compensation* • Greater credibility • More confident clients • More opportunities	

*Source: The Value of CIMA Certification, Aite Group, Boston, 2017.

"The Investments & Wealth Institute's conferences stand out in the financial conference world. Speakers include Nobel laureates and Ivy League-level finance professors. My clients get immediate benefits from the insights I glean from these events."

Kevin Sánchez, CIMA®, CPWA®, CFP®
Institutional Consultant
Investments & Wealth Institute member since 2003

Investments & Wealth Institute conferences are highly rated by our members. 70% of those surveyed ranked our conferences either better or much better than other industry events.

EDUCATIONAL EVENTS AND PROGRAMS

NEVER STOP LEARNING **AND CONNECTING.**

At the Investments & Wealth Institute, we believe that advisor education never stops. We present a number of live events each year that deliver the latest thinking and best practices, and are among the most highly rated in the industry.

Our events are grounded in a commitment to quality. All content is peer-selected and peer-reviewed. Topical presentations are immersive, giving advisors the kind of deep-dive that opens eyes and transforms knowledge into value for themselves and their clients. Speakers are world-renowned faculty, leading practitioners, and carefully selected independent thought leaders. We don't engage in "pay to play" or charge for podium time; our speakers are there to add value to our attendees' businesses—not the other way around.

ANNUAL CONFERENCE EXPERIENCE

Our Annual Conference Experience—ACE is our flagship event and largest gathering of financial advisors and private wealth management professionals globally.

There's a reason we call it a "conference experience." It's four days of unparalleled exposure to the sharpest thinkers and practitioners in the world of investing, private wealth management, finance, academia, law, government, and journalism. Whether in general presentations, smaller workshops, breakout sessions or less formal settings, this event redefines the concepts of learning and education.

INVESTMENT ADVISOR FORUM

The Investment Advisor Forum is the Institute's annual two-day conference held in the heart of the financial world, New York City, and focuses on the latest investment trends and issues. It's a multi-dimensional event for advisors that includes: an up-close opportunity to take in presentations by investment thought leaders, expert workshops on current topics of interest and their practical application, and a chance to network with your peers in the investment and wealth community.

WEALTH ADVISOR FORUM

Our Wealth Advisor Forum is the marquee event for advisors and consultants who work with high-net-worth and ultra-high-net-worth clients. Nowhere else do wealth management professionals get such a powerful combination of training in human dynamics, wealth management strategies, client specialization, business management, and client service. The conference features general sessions with experts in a variety of fields as well as numerous practitioner workshops.

RETIREMENT MANAGEMENT FORUM

The Retirement Management Forum features practitioner-oriented sessions across the broad spectrum of retirement-management topics, specifically chosen for those engaged in holistic retirement planning. Topics include a mix of investment strategies, wealth management, retirement income, and risk management.

ADVANCED BUSINESS STRATEGIST

This program is specifically designed for established practitioners responsible for small, medium, or large teams, or independent advisory businesses. It's two days of intensive learning presented by top professionals and academics on topics in strategy design and execution, strategic marketing management, client service and brand experience, structuring and managing a business, and building and transitioning value through effective succession planning.

FOCUS SERIES

Our Focus Series highlights disruptive trends in regulation, investing, business, and technology, in addition to exemplifying our commitment to education and professional development. Focus Series topics are offered both live and online to accommodate the way you prefer to learn.

CONSIDER AN ENTERPRISE-LEVEL RELATIONSHIP WITH THE INSTITUTE.

The greatest asset in your organization is your people. Investing in systematic education and professional development, will not only make you more competitive, but will help you retain the best talent.

If you are in a leadership position, either as head of a wealth management company or a team leader within a larger organization, or are responsible for learning and development for your firm or staff, the Investments & Wealth Institute can partner with you to support your educational needs, and provide expertise to help your firm reach its learning goals. As your go-to education and professional development resource, we can tailor programs to the specific objectives of your organization.

ONLINE LEARNING

HONE YOUR SKILLS **FROM ANYWHERE.**

For members who want to take advantage of our educational opportunities when it's most convenient, we offer an impressive variety of online courses and on-demand content. The sheer depth and breadth of our online content is a compelling reason to become a member.

ONLINE RESOURCES INCLUDE:

- Our Online Learning Center provides access to all of our online courses, including our assessment-based online programs, such as:
  - Applied Behavioral Finance
  - Fundamentals of Alternative Investments
  - Essentials of Investment Consulting
  - Fundamentals of Exchange-listed Options
  - Fiduciary Best Practices
- Continuing education (CE) broadcasts provide a convenient way to earn CE, and are pre-approved for one hour of Investments & Wealth Institute CE credit for CIMA and CPWA. Courses are also submitted for CFP® CE.
- Conference highlights include online compilations and the highest-rated sessions from our live events and offer another opportunity to learn the latest advancements in our profession and earn CE credit.

“Today, advisors face competition not only from other firms, but from robo-advisors. The professionals I coach find that Institute membership, certification, and online resources help them offer a more premium service, and thus compete more effectively.”

Kelly Walsh, CIMA®, RCC®
National Director, Advisor Coaching,
Credential Financial, Vancouver, Canada
Investments & Wealth Institute member since 2006

“The breadth of education, resources, and credentials the Investments & Wealth Institute offers its members are absolutely necessary for anyone working in the investments business. Membership lets all of us shine brighter and be the best for our clients.”

Robert B. Clelland, CIMA®
President, Clelland & Company Inc.
Investments & Wealth Institute member since 1988

“My membership in the Institute has opened a lot of doors for me. It has provided access to the latest thinkers and sparked ideas that can be put immediately into practice. The ability to network and learn from the highest achievers in our industry is invaluable.”

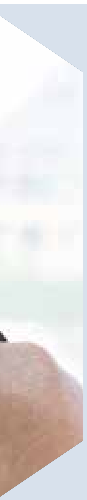
Libet Anderson, CIMA®
ProEquities
Investments & Wealth Institute member since 1988

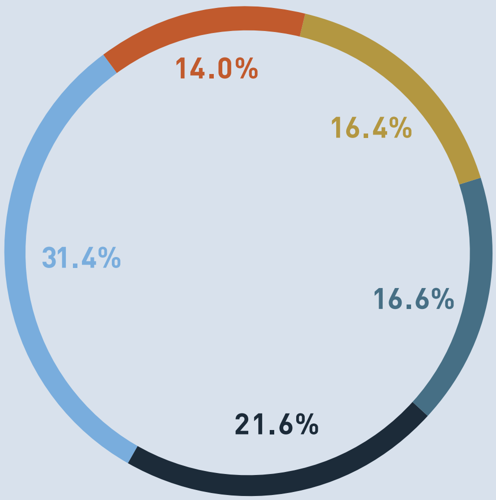
81% of respondents say the Investments & Wealth Institute has positively impacted their career.

JOIN THE BEST **AND BRIGHTEST.**

You've got an exceptional career in your sights. Regardless of the level you have attained already, we can help you build on that foundation.

Creating a community of exceptional advisors is our primary goal. Join our community of peers and leaders that value excellence, and share their passion and experience to help you grow and prosper throughout your career. With premiere investment and wealth management education, the Investments & Wealth Institute is your place to start—and continue to grow—your exceptional career.





DEDICATED MEMBERSHIP:
A THIRD OF MEMBERS IN 2017 HAVE OVER A DECADE OF TENURE*

- LESS THAN ONE YEAR
- 1-2 YEARS
- 3-5 YEARS
- 6-10 YEARS
- 11+ YEARS

*Source: Investments & Wealth Institute membership profile data, 2017.

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