2020 PREMIER FINANCIAL EDUCATION OPTIONS

for financial planners and exceptional advisors

Brought to you by the leader in advanced advisor education:

INVESTMENTS & WEALTH INSTITUTE®

www.exceptionaladvisor.org

WELCOME

The Investments & Wealth Institute is a non-profit professional association, advanced education provider, and standards body for advanced financial planners, investment consultants, and private wealth advisors who embrace excellence and ethics. Through our live and online events, assessment-based certificate programs, and advanced certifications we deliver premier quality, highly practical education to the advisor community.

Whether attending a conference, taking an online course, earning your certification, or becoming a member, you can have confidence that you are getting a useful balance of theory and practical knowledge.

You can expect:

- Best-in-class certification programs
- Ivy League-quality education, with practical application
- Award-winning, peer-reviewed publications
- Top-rated live and online events
- In depth and intensive assessment-based online certificate programs
- Elite community of advisors from all business models — IWI members manage 5x the AUM of the average financial advisor

www.investmentsandwealth.org

CERTIFICATIONS

For CFP® professionals, the Certified Investment Management Analyst®, the Certified Private Wealth Advisor®, and the Retirement Management Advisor® certifications are a natural next step in your lifelong learning journey as an advanced financial planning professional.

- **71%** of investors believe advisors with multiple designations can deliver a broader range of services
- **60%** of investors believe advisors who have multiple designations can deliver deeper technical expertise

*Absolute Engagement, 2020

www.iwicentral.org/getcertified

CERTIFIED INVESTMENT MANAGEMENT ANALYST®

The Certified Investment Management Analyst® (CIMA®) certification is the peak international, technical portfolio construction program for investment consultants, analysts, financial advisors, and wealth management professionals.

Fundamentals

- Statistics & methods
- Applied finance & economics
- Global capital markets

Investments

- Vehicles
- Equity
- Fixed income
- Alternative investments
- Options & futures
- Real assets

Portfolio Theory and Behavioral Finance

- Portfolio theories & models
- Behavioral finance theory
- Investment philosophies & styles
- Tools & strategies

Risk and Return

- Attribute of risk
- Risk measurements
- Performance measurement & attribution

Portfolio Construction and Consulting Process

- Ethics
- Client discovery
- Investment policy
- Portfolio construction
- Manager search & selection
- Portfolio review & revisions

GET STARTED TODAY

CERTIFIED PRIVATE WEALTH ADVISOR®

The Certified Private Wealth Advisor® (CPWA®) program is a comprehensive professional certification for advanced financial planners who serve high-net-worth clients.

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.

Human Dynamics

- Ethics
- Behavioral finance
- Family dynamics

Wealth Management Technical Design

- Tax planning
- Portfolio management
- Risk management and asset protection

Legacy Issues

- Charitable giving and endowments
- Estate issues and wealth transfer

Planning for HNW Clients

- Planning for executives
- Planning for closely-held business owners
- Retirement management

APPLY ONLINE

RETIREMENT MANAGEMENT ADVISOR®

The Retirement Management Advisor® (RMA®) program 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 an increasingly regulatory environment. The RMA® program now has a 100% online option.

Client Diagnostic

- Client planning process
- The household balance sheet
- Household cash flows

Retirement Allocation

- Assessing retirement risk

RMA Toolbox

- Risk management allocations
- Account location/product selections

Practice Management

- Presenting and monitoring the plan
- Professional guidelines

GET CERTIFIED TODAY

EDUCATION PARTNERS

Our educational providers include Ivy League universities and Top 10 business schools. We partner with elite institutions, such as Yale School of Management, The Wharton School, University of Pennsylvania and the University of Chicago Booth School of Business, for our certifications. Upon successful completion of the program you will recieve a certificate from the corresponding University. Programs include speakers from schools such as Harvard University and the Haas School of Business at University of California-Berkeley, for our conferences, webinars, and online education programs.

Certification and Partners:

Yale SCHOOL OF MANAGEMENT *Executive Education*

Wharton UNIVERSITY *of* PENNSYLVANIA Aresty Institute of Executive Education

CHICAGO BOOTH The University of Chicago Booth School of Business

MEMBERSHIP

At the core of the Investments & Wealth Institute is belonging. Whether you attend a class, gain a certificate or participate in a conference, a membership instantly provides you with a global, professional community that will compel you to challenge the status quo to be better. Our membership is all about:

Connections among your community

Confidence by staying ahead of industry trends

Competitive edge by obtaining and applying advanced expertise

Join today to create opportunities to connect with the best and brightest in the industry–and, enjoy association benefits, including: Discounts, exclusive access to research, special rates and subscriptions to our award-winning publications, *Investments & Wealth Monitor*, *Journal of Investment Consulting*, and *Retirement Management Journal*.

www.iwicentral.org/membership

CONFERENCES

Live + Streaming + On-Demand

Our live and streaming events feature Ivy League-quality speakers, industry heavy weights and top practitioners, along with your exceptional peers. Our upcoming events include:

Behavioral Advisor Forum
Livestream + On-Demand
September 10, 2020

Wealth Advisor Forum
Livestream + On-Demand
October 19–20, 2020

Retirement Management Forum
Livestream + On-Demand
December 7–8, 2020

Annual Conference Experience (ACE) 2021
Seattle, WA
April 25–28, 2021

Exceptional Advisor Canada
Toronto, Canada
Fall 2021

Investment Advisor Forum
New York, NY
Fall 2021

CFP BOARD
CE QUALITY PARTNER

www.iwicentral.org/conferences

Dates and locations are subject to change.

ACE UNPLUGGED
On-Demand Recordings

In this year of public disruption and financial crises, the need for thoughtful, actionable advice and confidence is greater than ever.

ACE Unplugged is now available on-demand. These recording bring you the best of our annual conference from the comfort of your own home at your own pace. Sessions include industry experts discussing the challenges that lie ahead for advisors and their clients.

These recorded bundles offer between 3 and 15 CE, including 1 Institute ethics CE hour, and 1 Institute tax/regulations CE hour.

3-15
CFP® CE

www.iwicentral.org/ACEUnplugged

ONLINE COURSES

Our online courses are structured as assessment-based certificate programs and delivered by Ivy League-quality faculty and top practitioners. These programs do not result in a designation, but leave learners with new skills and capabilities to better serve your clients. Some options include:

20 CFP® CE	**Applied Behavioral Finance**
15 CFP® CE	**Essentials of Investment Consulting**
14.5 CFP® CE	**Private Wealth Essentials**
13 CFP® CE	**Endowments & Foundations Consulting**
8 CFP® CE	**Options Strategies for Advisors**
5 CFP® CE	**Exceptional Advisor: Communicate Your Value & Build Client Engagement Course**

www.iwicentral.org/onlinelearning

EXCEPTIONAL ADVISOR® PROGRAM

The Exceptional Advisor® program is born out of multi-year research conducted by the Institute and AbsoluteEngagement.com surveying clients of financial advisors. The research shows that clients value an advisor who demonstrates advanced capabilities, exceptional service, a personalized approach and meaningful guidance. All this is built on the pillars of adherence to high ethical standards and expertise in the field. This model depicts the core competencies of an Exceptional Advisor.

www.exceptionaladvisor.org

PODCASTS & WEBINARS

Podcasts

Stay ahead of the curve and updated on the latest trends, tips and best practices with our Exceptional Advisor Podcast Series and blogs. Covering the latest in investment management, wealth management, retirement and behavioral finance.

Webinars

Check out our Exceptional Advisor® Webinar Series events, brought to you by the *Investments & Wealth Monitor*®. All of the programming is delivered in real-time in a virtual webinar format with expert speakers, timely topics and lively discussions.

www.iwicentral.org/podcast