

# Why you should choose an APMA<sup>SM</sup> designee:



Accredited Portfolio Management Advisor

SM

## Hands-on training for all facets of portfolio management

An Accredited Portfolio Management Advisor<sup>SM</sup> or APMA<sup>SM</sup> designee is an expert in portfolio construction and management that you can trust to handle your portfolio of investments from A to Z.

Designees receive hands-on training as an investment professional, making them more effective in serving your needs as a client.

## Turn to an APMA<sup>SM</sup> for all of your portfolio management needs

Turn to a professional portfolio manager for your investment management needs—an Accredited Portfolio Management Advisor<sup>SM</sup> or APMA<sup>SM</sup> designee. APMA<sup>SM</sup> designees have a broad knowledge of portfolio creation and management. They can effectively identify, analyze, and recommend strategies that are appropriate for all of your diverse needs.

APMA<sup>SM</sup> designees distinguish themselves by identifying opportunities not only in investment planning, but also by making comprehensive recommendations to meet a broad range of your financial goals—from analyzing investment policy statements, building portfolios, and making asset allocation decisions, to include determining sell, hold, and buy decisions within your portfolio.

## Get advice from an expert.

- **Educational Program:** The College for Financial Planning® provides APMA<sup>SM</sup> students with a thorough education focusing on wealth management. Study materials are written and updated regularly by the College's full-time faculty who specialize in investments, insurance, taxation, retirement planning, and estate planning, and work closely with investment professionals to provide the most current information available
- **Client Needs Assessment:** The APMA<sup>SM</sup> program emphasizes how to assess a client's total financial situation and needs—and then thoroughly evaluate assets under management and make appropriate recommendations. The hands-on training reinforces this education distinguishing this program from others in the industry.
- **Build Lasting Relationships:** A goal of the APMA<sup>SM</sup> designee is to build lasting relationships with clients. They learn to recognize hidden opportunities by identifying their clients' needs within the broader context of portfolio management.
- **APMA<sup>SM</sup> Mark:** To be entitled to use this mark, candidates must successfully complete the specialized program and:
  - pass a rigorous examination and sample case study,
  - sign a code of professional ethics
  - complete a disclosure form attesting to their professional conduct.
- **Continuing Education Credit:** All APMA<sup>SM</sup> designees must sign a commitment to ongoing continuing education credit to ensure that they stay current in the field.

When you start looking for knowledgeable advice and thorough analysis on portfolio management, look for an Accredited Portfolio Management Advisor<sup>SM</sup> designee—a financial advisor with portfolio management skills.

## Mastery via a multi-faceted program

APMA<sup>SM</sup> designees have mastered the conceptual underpinnings of portfolio management as well as portfolio design and construction. Designees must pass an objective 100-question examination focusing on investment and portfolio theory prior to their studies on portfolio creation and management. This ensures all APMA<sup>SM</sup> designation holders have training in both theory and practice.





**College for  
Financial Planning**  
EDUCATING THE NATION'S TOP FINANCIAL ADVISORS<sup>SM</sup>

The College for Financial Planning<sup>®</sup> is the country's oldest and most widely respected provider of financial planning education. Since 1972, the College has delivered the highest quality educational programs, courses, and materials to financial services professionals. Today, more than 100,000 graduates continue to excel in their professions and are consistently cited as some of the best advisors in the country.

## Professional Code of Ethics

The Code of Ethics requires compliance with the following three components:

- 1) adherence to the Standards of Professional Conduct;**
- 2) self-disclosure of prior allegations or violations; and**
- 3) adherence to the Terms and Conditions.**

## Standards of Professional Conduct

Individuals credentialed by the College for Financial Planning are required to adhere to the following five tenets of professional conduct. These tenets embody the ethical and professional ideals that are fundamental to the College's professional designations.

### 1. Integrity

Provide professional services with integrity, honor, fairness, and dignity and maintain client trust and confidence.

### 2. Objectivity

Maintain objectivity and impartiality with respect to services rendered and advice given.

### 3. Competency

Maintain an adequate level of knowledge and skill and effectively apply that knowledge while recognizing its limitations.

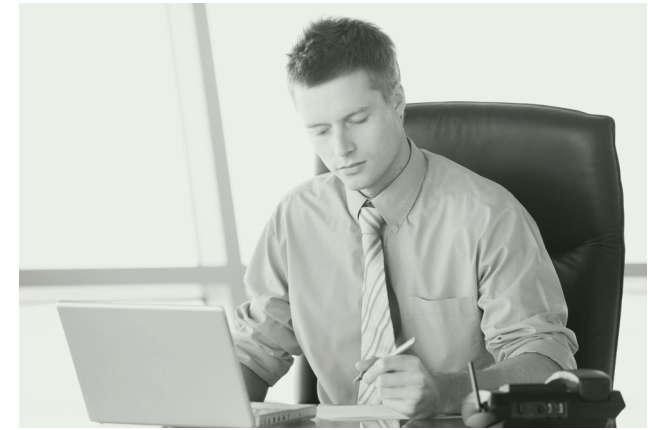
### 4. Confidentiality

Keep client information confidential, disclosing only when authorized or compelled by law.

### 5. Professionalism

Comply with all laws and regulations as required and applicable, refraining from actions that bring dishonor to you or your profession.

**APMA**  
Accredited Portfolio Management Advisor<sup>SM</sup>



Is your financial planner a  
portfolio management expert?  
Let us make sure they are.

