

CERTIFIED PRIVATE WEALTH ADVISOR™

**CPWA<sup>®</sup>**

**IMCA**

investment  
management  
consultants  
association

Certified Private Wealth Advisor professionals are experienced financial advisors who work with high-net-worth clients on the life cycle of wealth: accumulation, preservation, and distribution. The curriculum teaches advanced wealth management content, principles, and applied concepts.

## Program Overview

The Certified Private Wealth Advisor (CPWA) credential is an advanced certification created specifically for financial advisors who work with high-net-worth clients on the life cycle of wealth: accumulation, preservation, and distribution. Candidates who attain this certification gain superior expertise in advanced wealth management content, strategies, and applied concepts. In keeping with IMCA's history of working with prestigious business schools, the Certified Private Wealth Advisor certification is offered in partnership with **The University of Chicago Booth School of Business**.

As the premier credential in this arena, the CPWA certification offers a challenging educational program focused on advanced wealth management topics, including: asset protection, executive compensation plans, stock options, tax-efficient portfolios, charitable planning, and advanced estate and gift planning. The program begins with a six-month self-study program and concludes with a week-long class at the Gleacher Center in downtown Chicago, home of The University of Chicago Booth School of Business Executive Education programs. Faculty include both school professors and experienced practitioners.

## Renewal Requirements

Ongoing education, renewal fees, and continued adherence to the IMCA *Code of Professional Responsibility* are required to maintain the CPWA certification. For each two-year period following the initial licensing, a minimum of forty (40) continuing education (CE) hours must be accumulated. Twenty (20) of the 40 total hours must be outside the area of investments and two (2) of the 40 total hours must be ethics education.

## Steps to Certification

The CPWA certification program requires candidates to meet all eligibility requirements, including experience, education, examination, and ethics.

|               |  |
|---------------|--|
| <b>Step 1</b> | Submit CPWA Certification Program Application  |
| <b>Step 2</b> | Complete Pre-study Program   |
| <b>Step 3</b> | Complete In-class Program  |
| <b>Step 4</b> | Pass Comprehensive Exam  |
| <b>Step 5</b> | Sign Licensing Agreement and Adhere to IMCA's <i>Code of Professional Responsibility and Rules and Guidelines for Use of the Marks</i> . |

“ I enjoyed the program. I feel I've learned more in the last six months than I have in the last nine years. ”

~Chad A. Williams, CFP<sup>®</sup>, CPWA<sup>®</sup>

Chief Operating Officer/Managing Partner, Capital Investment Management

## Program Core Topic List

### **Ethics**

- IMCA *Code of Professional Responsibility*
- Fiduciary responsibility
- Forms of compensation
- Conflicts of interest
- CPWA certification requirements

### **Tax Planning**

- Overview of rate-structure and income-tax calculations for individuals
- Alternative Minimum Tax (AMT)
- Charitable income tax deductions and corresponding limitations
- Interest-expense classification and applicable limitations
- Income taxation of investments
- Income taxation of stock options
- Overview of pass-through entities and their impact on tax liability
- Non-taxable transactions or gain/loss deferral provisions
- Tax-planning strategies
- Role of advisors in providing tax planning services to high-net-worth families

### **Risk Management**

- Risks that give rise to the need for asset protection
- Property and casualty insurance as a component of risk protection
- Use of onshore entities for asset protection
- Offshore asset protection planning

### **Portfolio Management**

- Impact of taxes on long-term wealth accumulation and investment returns
- Measures of tax efficiency and after-tax returns
- Tax-loss harvesting strategies
- After-tax asset class assumptions
- After-tax evaluation of equity and fixed income managers
- Tax-aware investment policies
- Asset positioning based on the tax characteristics of the entity
- Alternative investments
- Socially responsible investments

### **Planning for Executives**

- Types of stock options
- Strategies for exercising groups of options with differing maturities, exercise prices, and terms
- Concentrated position risk and client education
- Key strategies for hedging and/or diversifying concentrated stock risk
- Understanding the operation of each strategy, best use of each strategy, major tax implications including taxation of options and straddle rules, risks, and limitations of each strategy
- Restrictions on senior executives of publicly traded businesses

## Primary Benefits

### Credibility

Increasing awareness and recognition of the Certified Private Wealth Advisor certification leads to greater recognition of one's commitment to a higher level of financial education and the acknowledgement of one's credibility and expertise.

### Value to Clients

Participants will immediately be able to utilize their new knowledge and skills in client situations through applied learning that will allow them to offer more value to clients who are facing increasingly complex issues.

### Networking

Participants will have the opportunity to work with and develop strategic relationships with a group of like-minded, experienced financial professionals from around the country, subject matter experts, and prospective professional alliances.

IMCA has devoted at least one annual conference to advanced wealth management topics and techniques.

“One of the things that you realize in this business is that it is constantly changing—investment opportunities, tax and estate planning strategies, regulations, etc. If you are not committed to continuous learning, you are in effect falling behind. I began applying the knowledge gained in this program immediately—while I was still going through the program.”

~Charlie Mueller, CPWA®, CTFA

Senior Vice President, Managing Director, Northern Trust

## Program Core Topic List *continued*

### Planning for Closely Held Business Owners

- Business entity structure
- Determining the appropriate type of entity for a client's business purpose
- Intergenerational business transfer
- Buy-sell agreement planning
- Valuation and liquidity planning for closely held business interests

### Retirement Planning

- Spending policy in a “distribution” portfolio—maximizing the life of the portfolio
- Spending from the qualified plan or the after-tax asset pool—strategy considerations
- Required Minimum Distribution (RMD) rules in retirement and estate planning
- Investment strategies for assets inside qualified plans—integration with the portfolio
- Net Unrealized Appreciation (NUA) exception for employer securities
- Roth Individual Retirement Account (IRA) strategies
- Distributions at death

### Charitable Planning

- Adjusted Gross Income (AGI) limitations on gifts to public charities
- AGI limitations on gifts to private foundations
- Planning to maximize charitable deductions and interaction of multiple limitations
- Gifts of ordinary income property and property subject to debt
- Donor-Advised Funds
- Charitable Lead Trusts
- Charitable Remainder Trusts—Charitable Remainder Annuity Trust (CRAT), Charitable Remainder Unitrust (CRUT)

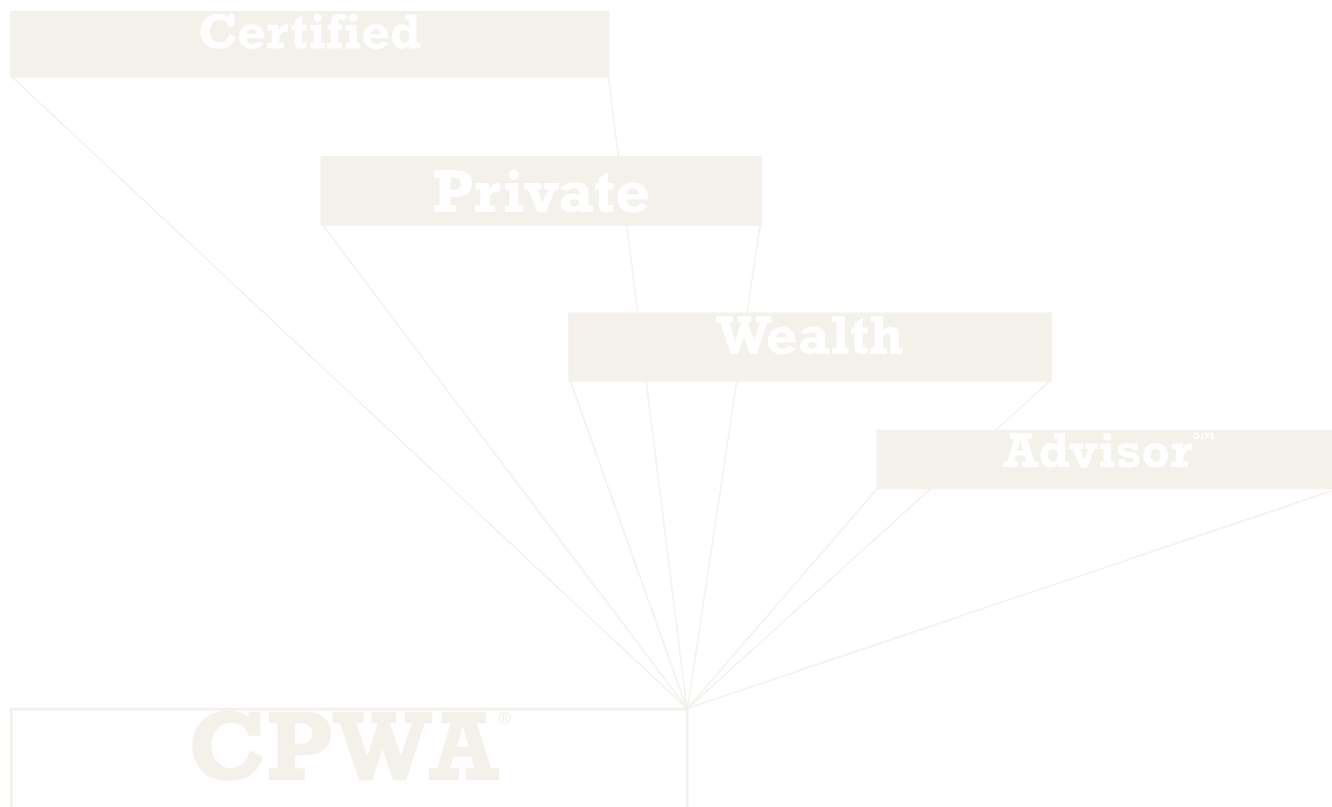
### Estate Planning

- Assets/liabilities includible in the taxable estate
- Estate, gift, and generation-skipping tax
- Credits allowable against estate tax liability
- Estate, gift, and generation-skipping transfer tax calculations
- Trusts
- Strategies for reduction of the taxable estate
- Use of trusts, selection of trustees, succession of trustees, timing of inheritance, and amount of inheritance
- Qualified Retirement Plan (QRP) assets in the estate plan
- Stock options in the estate plan
- Grantor-Retained Annuity Trusts (GRATs)
- Valuation discounts
- Family Limited Partnerships
- Installment sales to Defective Grantor Trusts (IDGTs)
- Intra-family loans
- Irrevocable Life Insurance Trusts (ILITs)
- Comprehensive estate planning

### Behavioral Finance

- Prospect Theory
- Adaptive Markets Hypothesis
- Decision-making process (intuitive or deliberative)
- Decision-making biases (cognitive and emotional)
- Paradox of Choice
- Developing trust in client relationships
- Family goals, challenges, communication, and strategies

**Visit [www.IMCA.org](http://www.IMCA.org) for more details and to enroll today.**



IMCA—Investment Management Consultants Association Inc.—was established in 1985 to deliver the premier investment consulting and wealth management credentials and world-class educational offerings.

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