

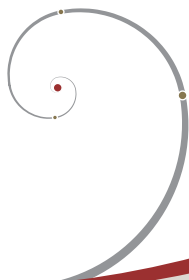
WHO DO YOU TRUST WITH YOUR INVESTMENT DECISIONS?

CIMA[®]
*CERTIFIED INVESTMENT
MANAGEMENT ANALYST*[®]



ANSI Accredited Program
PERSONNEL CERTIFICATION
#1005
CIMA[®] Certification
Accredited

**Competent, credible, accredited,
expert investment advice.**



WHAT IS CIMA CERTIFICATION?

There are hundreds of credentials in the financial services marketplace—with varying degrees of credibility—creating an alphabet soup of convoluted acronyms and information overload. Today’s investors expect a level of knowledge, expertise, and care from their advisor or consultant that is above and beyond what’s minimally required. The Certified Investment Management Analyst® (CIMA®) certification, offered by Investment Management Consultants Association® (IMCA®), certifies advisors who have successfully met voluntary initial and ongoing standards to provide objective investment advice and guidance to individuals and institutions.

CIMA professionals are elite advisors who apply advanced investment theory and integrate a complex body of investment knowledge systematically and ethically to assist clients in making prudent investment decisions. They provide objective, transparent, fair investment advice to the investors they serve.



If Not Now Research, Inc. survey, 2015

WHAT DOES ANSI ACCREDITATION MEAN FOR YOU?

The CIMA certification is the only financial services credential in the U.S. accredited by the American National Standards Institute (ANSI) international standard (ISO 17024) for personnel certification, and has maintained that level of certification since 2011. ANSI accreditation demonstrates that the CIMA certification process consistently distinguishes those who meet a level of investment management competency and skills from those who do not. ANSI exists in part to help assure the safety and health of consumers like you.

WHAT IS REQUIRED TO EARN AND MAINTAIN CIMA CERTIFICATION?

- Document at least three years of financial services experience.
- Pass a series of background checks.
- Pass comprehensive examinations.
- Complete an educational program from a top-20 business school.
- Agree to adhere to an ethical code of professional responsibility and complete 40 hours of continuing education every two years, including two ethics hours.



WHAT DOES A CIMA PROFESSIONAL KNOW THAT OTHER ADVISORS DON'T ?

CIMA[®]

CERTIFIED INVESTMENT
MANAGEMENT ANALYST[®]

Knowledge Domains

I Governance

- IMCA *Code of Professional Responsibility*
- Regulatory Considerations

II Fundamentals

- Statistics and Methods
- Applied Finance and Economics
- Global Capital Markets History and Valuation

III Portfolio Performance and Risk Measurements

- Attributes of Risk
- Risk Measurements
- Performance Measurement and Attribution

IV Traditional and Alternative Investments

- Traditional Global Investments (Equity and Fixed Income)
- Fixed-Income Vehicles
- Foreign Exchange Market
- Alternative Investment
- Options, Futures, and Other Derivatives
- Tools and Strategies Based on Technical Analysis

V Portfolio Theory and Behavioral Finance

- Portfolio Theories and Models
- Behavioral Finance Theory

VI Investment Consulting Process

- Client Discovery
- Investment Policy Statement (IPS)
- Portfolio Risk Management Strategies
- Manager Search, Selection, and Monitoring
- Perform Portfolio Review and Revisions Process

WHAT DOES THE IMCA CODE OF PROFESSIONAL RESPONSIBILITY MEAN TO ME?

The IMCA *Code of Professional Responsibility* was adopted to promote and maintain the highest standard of personal and professional conduct in the investment and wealth management profession. The IMCA *Code* serves to assure public confidence in the integrity and service offered by professional investment and wealth advisors. IMCA professionals build trust, exhibit credibility, and foster accountability as they act in the best interest of clients.

A Higher Standard...

In today's increasingly complex and volatile financial world, it is important to work with an advisor who cares enough about helping you by voluntarily earning advanced certification.



CIMA professionals offer what clients want.

63% of investors say providing access to cutting-edge investment strategies is important or critical.

Investment management strategies and expertise are the most valuable competencies of an advisor, according to **60%** of investors.

92% of investors say it is important or critical that their advisor helps them maintain a long-term investing approach.

If Not Now Research, Inc. survey, 2015

WHY SHOULD I HIRE A CIMA PROFESSIONAL ?

Don't entrust your financial security to just anyone. Choose an advisor with the deepest level of investment knowledge available today, who is committed to meet an ongoing continuing education requirement and who will adhere to a code of professional responsibility. Choose a CIMA professional to help navigate and secure your financial future.

Why Quality Certification Matters to You

Investors say it's important or critical that:

82% Their advisor meets a **rigorous** set of standards to be certified.

72% The credential is issued by an **objective**, nonprofit, third-party certifier.

84% Their advisor meets ongoing **standards** in order to maintain their credential.

85% Their advisor would lose their credentials if they failed to meet **ethical** standards.

If Not Now Research, Inc. survey, 2015

When it comes to your investment decisions, you need someone on your side who demonstrates a higher level of investment-specific education. *You need a CIMA-certified investment professional.*



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