

CPWA[®] CERTIFIED PRIVATE
WEALTH ADVISOR[®]



THE ADVANCED
CERTIFICATION TO
**SERVE HIGH-NET-WORTH
CLIENTS**



www.investmentsandwealth.org/CPWA

The marketplace for advisors and wealth managers, especially in the demanding high-net-worth (HNW) segment, is getting more competitive every day. The right kind of specialized knowledge—and the skill to put that knowledge to work—is imperative.

Certified Private Wealth Advisor® (CPWA®) is an advanced professional certification for advisors who serve high-net-worth investors. It's designed for seasoned professionals who seek the latest, most advanced knowledge and techniques to address the sophisticated needs of clients, especially those with a minimum net worth of \$5 million.

The CPWA curriculum gives advisors the information and skills they need to make a difference and confidently advise clients in this demanding segment. The CPWA program takes a holistic and multidisciplinary approach that includes a deep dive into sophisticated wealth strategies, estate planning, wealth transfer, behavioral finance, family dynamics, tax management, and legacy planning.

WHAT DO YOUR CLIENTS WANT?

86%

of clients agree that their advisor should meet a rigorous set of requirements to be certified.

86%

of clients agree their advisor should meet ongoing standards in order to maintain the credential.

62%

of investors agree it is important or critical that their advisor provide cutting-edge investment strategies.

Source: Absolute Engagement, HNW Investor Insights Study, 2017.



ADD EXCEPTIONAL
VALUE TO YOUR
HIGH-NET-WORTH
RELATIONSHIPS

BECOME A TOP ADVISOR FOR THE MOST SOUGHT-AFTER CLIENTS

Earning the CPWA certification is both rigorous and rewarding. It lets investors know that you're serious about wealth management, sets you apart from your peers, and gives you opportunities to get in front of the most sophisticated clients.

For advisors considering CPWA certification, there are three key reasons to make the commitment:

SPECIALIZED EXPERTISE AND SKILLS

The explosion in global wealth in recent years has resulted in more high-net-worth clients than ever. In addition, the needs of these clients are increasingly complex. CPWA certification gives you the specific expertise and skills you need to confidently advise these clients and provide the high level of customer service they expect.

DIFFERENTIATION THROUGH CREDIBILITY

In the highly competitive field of wealth management, clients are very selective in choosing advisors. CPWA certification gives you the edge you need to stand out. In addition to gaining rigorous wealth management knowledge, being a CPWA holder means that you meet the highest ethical standards.

EXPERT INSTRUCTION

The CPWA curriculum is taught in an intensive executive education program through The University of Chicago Booth School of Business, the Yale School of Management, or classes delivered by Investments & Wealth Institute, with preeminent academic and practitioner faculty. All instructors are subject matter experts in their respective fields.



The University of Chicago Booth School of Business



**Yale SCHOOL OF
MANAGEMENT**
Executive Education

BENEFIT FROM A PRACTICAL BALANCE OF THEORY AND REAL-WORLD TOOLS AND TECHNIQUES

The CPWA curriculum is precise and extensive. It incorporates 169 topics organized into 11 sections and four knowledge domains that combine theory with practical application.

www.investmentsandwealth.org/CPWA

THE CURRICULUM

1. Human Dynamics

- Ethics
- Behavioral finance
- Family dynamics

2. Wealth Management–Technical Design

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

3. Legacy Issues

- Charitable giving and endowments
- Estate issues and wealth transfer

4. Specialty Client Services

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

CPWA REQUIREMENTS

The following “Four E’s” are required to complete CPWA certification:

EXPERIENCE

Candidates must exhibit five years of relevant experience in financial services before applying.

ETHICS

Applicants must disclose any potential or real violations of Investments & Wealth Institute *Code of Professional Responsibility*. Candidates must also successfully pass a comprehensive background check.

EDUCATION

Before certification, candidates must complete an executive education program with a registered education provider.

EXAMINATION

All candidates must pass a stringent examination administered at a third-party testing center.

HOW CPWA CERTIFICATION COMPARES

EMBARKING ON AN EDUCATIONAL JOURNEY?

The Certified Private Wealth Advisor (CPWA), Certified Investment Management Analyst (CIMA) and Retirement Management Advisor (RMA) certifications are must-have credentials for investment and wealth professionals. Here is a snapshot of how they compare.

CPWA®	CIMA®	RMA®	CFP®	CFA®
SPONSORING ORGANIZATION				
Investments & Wealth Institute	Investments & Wealth Institute	Investments & Wealth Institute	CFP Board of Standards	CFA Institute
IDEAL FOR				
Financial advisors who work with high-net-worth clients	Financial advisors and investment consultants	Financial advisors who work with clients nearing retirement	Financial advisors	Financial advisors, portfolio managers, and securities analysts
CURRICULUM FOCUS				
Advanced wealth management: planning strategies for high-net-worth individuals, asset protection, tax and estate planning, legacy planning, family dynamics	Discretionary investment management: investment policy and plan design, portfolio construction, investment fundamentals and advanced theory, behavioral finance	Needs analysis, distribution methods, tax-efficiencies, and healthcare requirements	Financial planning, education, insurance, investment, tax, and estate planning	Investment expertise across all asset classes, economics, accounting, corporate finance, and portfolio management
TYPICAL TIME COMMITMENT				
6 months	9 months	6 months	18–24 months	3–4 years
MINIMUM WORK EXPERIENCE REQUIREMENT				
5 years (financial)	3 years (financial)	3 years (financial)	3 years (financial)	4 years (investment)
EDUCATION REQUIREMENT WITH TOP 25 BUSINESS SCHOOLS/FACULTY				
Yes	Yes	Yes	No	No
ADHERENCE TO CODE OF ETHICS/STANDARDS				
Yes	Yes	Yes	Yes	Yes
ACCREDITATION				
	ANSI		NCCA	
CONTINUING EDUCATION REQUIREMENT				
Required	Required	Required	Required	Optional



TAKE THE NEXT STEP

If you are looking to cultivate your high-net-worth business, CPWA certification provides you with the knowledge and skills you need, and a respected credential that demonstrates your commitment to offering exceptional wealth management services.

STAY CURRENT BY RENEWING YOUR CERTIFICATION

In order to continue certification, and ensure that they have the latest expertise and skills, every two years CPWA holders must:

- Complete and report 40 hours of continuing education credit, including two ethics hours and one hour of tax and regulations information.
- Adhere to Investments & Wealth Institute *Code of Professional Responsibility*, and report any complaints or disciplinary actions registered during the previous two-year period.
- Pay a renewal fee.

CPWA holders who are also Investments & Wealth Institute members have access to top resources through our industry-leading conference programs, publications, and exposure to peer and industry leaders in our membership community.

Start your CPWA certification today.
www.investmentsandwealth.org/CPWA



ABOUT US

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 acclaimed certifications—Certified Investment Management Analyst® (CIMA®), Certified Private Wealth Advisor® (CPWA®), and Retirement Management Advisor® (RMA®)—we deliver rigorous advanced education that's also highly practical.

Whether you are establishing yourself or are an industry veteran, whether your clients are individuals or institutions, we are committed to providing you the resources you need to be at your best and differentiate yourself from the average advisor.

For more information about the CPWA certification as well as the Investments & Wealth Institute, visit:

www.investmentsandwealth.org/CPWA.

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