



CFA Institute

THE CFA DESIGNATION

A Mark of Peerless Distinction

As an investor in today's ever-changing, global financial markets, you should be seeking more than above-market returns to measure the competency and integrity of the investment professionals who manage your assets. The need for investors to hire qualified, experienced professionals who embody trust, integrity, and competency has never been as great as it is today.

No credential is as widely regarded in the global financial industry for its rigorous focus on current investment knowledge, analytical skill, and ethical standards as the Chartered Financial Analyst® designation. With more than 100,000 CFA® charterholders in over 135 countries and territories and an increasing demand worldwide for the CFA Program, the charter has become the global professional investment credential.

HIRING A CFA CHARTERHOLDER CAN PROVE INVALUABLE IN HELPING YOU MEET YOUR SPECIFIC FINANCIAL GOALS.

WHAT GUIDES A CHARTERHOLDER?

A strict code of ethics and professional standards.

A charterholder not only has the technical knowledge to make investment decisions but also adopts and is held to the highest ethical standards. Once an investment professional obtains the charter, this individual also makes an annual commitment to uphold and abide by a strict professional code of conduct and ethical standards.

Global best practices and real-world experience.

The CFA Program curriculum is based on an extensive and ongoing global practice analysis process, which ensures that the program stays current and relevant in relation to the ever-changing dynamics of global professional investment practice. The practice analysis relies on discussions, surveys, and reviews from thousands of active practitioners (including charterholders and non-charterholders) and employers. CFA Institute member volunteers and professional staff develop and update the curriculum and construct the exam annually, which results in one of the most comprehensive and difficult series of qualifying tests in the world for any professional designation. In fact, regulatory bodies in 19 countries recognize the CFA designation as a proxy for meeting certain licensing requirements within their jurisdictions.

Breadth of knowledge and expertise.

A comprehensive, global view and up-to-date practical skills give these investment professionals the tools and deep understanding necessary to effectively analyze the risks and rewards of a variety of investment types, enabling them to address a client's specific investment needs. Whether they manage investments in New Delhi, Hong Kong, London, or New York, charterholders have mastered the Global Body of Investment Knowledge (GBIK). And because practicing CFA charterholders from around the world are involved in the ongoing evolution of the GBIK, this standardized, consistent, and globally relevant knowledge base is focused squarely on practitioners.

CFA INSTITUTE MEMBER DIRECTORY

Find a charterholder near you.

If you want to partner with an ethical investment professional who has the proven expertise and integrity to meet your investment goals, then your adviser should be a CFA charterholder. Use our CFA Institute Member Directory to instantly locate any CFA Institute member, CFA charterholder, or financial adviser near you. Listing more than 100,000 investment professionals working in wealth management, equity analysis, and portfolio management, the Member Directory gives you access to our global community of investment professionals so that you can

- find contact information for CFA Institute members and CFA charterholders,
- identify a financial adviser who adheres to our rigorous ethical standards, and
- verify whether an individual is a CFA charterholder in good standing.

STILL HAVE QUESTIONS?

Visit www.cfainstitute.org to find an adviser with the Chartered Financial Analyst designation, or e-mail investored@cfainstitute.org for information on making better investment decisions.