

# Professional Designations





### Accredited Asset Management Specialist (AAMS®)

The Accredited Asset Management Specialist covers the asset management process; investors, policy and change; risk, return and investment performance; asset allocation and selection; investment strategies; taxation of investment products; investment opportunities for individual retirement; investment considerations for small business owners; executive compensation and benefit plans; insurance products for investment clients and estate planning. This designation is awarded by the College for Financial Planning to investment professionals who complete its 12-module AAMS Professional Education Program, pass an examination, commit to a code of ethics and agree to pursue continuing education.

### Accredited Investment Fiduciary® (AIF®)

An Accredited Investment Fiduciary is trained on how to comply with fiduciary standards of care within the industry. Those who earn the AIF mark demonstrate a thorough understanding of prudent investment practices and pledge to abide by the designation's code of ethics by obtaining six combined hours of continuing professional education each renewal year. The AIF training and designation help mitigate this liability by instructing in practices that cover pertinent legislation and best practices. An Accredited Investment Fiduciary (AIF) designation represents a thorough knowledge of and ability to apply the fiduciary Practices.

### Certified Financial Planner® (CFP®)

The Certified Financial Planner certification represents proven expertise within the financial planning profession. Those with the CFP designation have demonstrated competency in all areas of finance related to financial planning. Candidates for the CFP designation must pass a certification exam administered by the Certified Financial Planner Board of Standards Inc. that focuses on over 100 topics of concern to the financial planning field, such as retirement, estate, and investment planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience (three years full-time or equivalent part-time experience in the financial planning field) and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

### Certified Plan Fiduciary Advisor® (CPFA®)

A Certified Plan Fiduciary Advisor is a financial professional that demonstrates expertise and experience working with retirement plans. During the CPFA certification, candidates spend around two months learning about fiduciary services for retirement plans. CPFAs can help their clients objectively review their financial status, identify potential concerns, and recommend the appropriate solutions for addressing these retirement matters. The National Association of Plan Fiduciary Advisors (NAPFA) is a non-profit organization that provides

