



## How is a CFA Charterholder Different?

### Integrity and Ethics Matter

The CFA charter is awarded to a very select group of investment advisers who have:

- Mastered a rigorous curriculum that requires hundreds of hours of study over at least three years and have passed three increasingly difficult levels of examination.
- Demonstrated their mastery and expertise in applying this knowledge across a broad range of investment-related subjects. Investors recognize the CFA designation as the definitive standard for measuring competence and integrity in the fields of portfolio management and investment analysis.
- Committed to being held to the highest ethical standards in all dealings with investor clients.

The CFA designation symbolizes the pinnacle of professional integrity.

- Charterholders must comply with the CFA Institute Code of Ethics and Standards of Professional Conduct, which requires them always to place the client's interests first, to maintain independence and objectivity, and to serve with integrity and honesty.
- Should an ethics-based complaint be lodged against a CFA charterholder, the charterholder is required to disclose these complaints in full detail to CFA Institute and risks losing the right to use the CFA designation.
- CFA Institute continually works with its members and industry authorities to lead the way in setting standards for financial reporting, international accounting, and ethical principles.

**The Chartered  
Financial Analyst  
(CFA) designation  
has become the  
gold standard  
of professional  
credentials  
within the global  
investment  
community.**

— *The Economist*

### Benefits of Working with a Chartered Financial Analyst

Through its education, standard setting, and advocacy programs, CFA Institute sets the benchmark by which to measure the knowledge, integrity, and professionalism of an investment adviser. When you work with a CFA Institute charterholder, you benefit from:

- **Proven expertise.** Anyone can call themselves a financial adviser. When you work with a CFA charterholder you gain confidence that your adviser has achieved one of the highest distinctions, conferred upon a select group of rigorously trained professionals.
- **Strong global investment knowledge.** Recognition of the CFA Program's globally relevant Candidate Body of Knowledge makes the CFA designation the mark of distinction for investment professionals worldwide.
- **Institutional-level investment credentials.** CFA charterholders are highly prized by institutional money managers as investment analysts and strategists, pension fund managers, and mutual fund portfolio managers. Those who choose to manage private client portfolios bring those same institutional skills to individuals and families.