



**Make the  
smart move...**

**C I M A**

CERTIFIED INVESTMENT MANAGEMENT ANALYST™

**CIMA®**

**IMCA**

investment  
management  
consultants  
association

**CERTIFIED INVESTMENT MANAGEMENT ANALYST™**

**Make sure your financial professional is an  
IMCA Certified Investment Management Analyst.**

The CIMA professional provides objective investment advice and guidance to both individuals and institutions. CIMA professionals apply state of the art investment theory and integrate a complex body of investment knowledge systematically and ethically to assist clients in making prudent investment decisions.

**In today's complex financial world ...**

## **look for a financial professional who is an IMCA Certified Investment Management Analyst.**


Sophisticated investors recognize that the financial world's increasing complexities call for objectivity, experience, and expert evaluation.

Since 1988, the Investment Management Consultants Association has been offering the CIMA designation to experienced financial consultants who have successfully completed the requirements to become a Certified Investment Management Analyst professional.

When you choose to work with a consultant who has earned the CIMA designation, you've chosen someone who can help you establish and obtain realistic financial objectives. When you choose a CIMA designee, you're choosing one of the best in the financial profession.

Selecting a professional to manage your investments can be challenging...

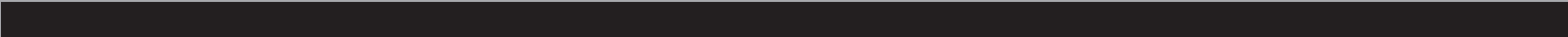
**Look for a professional who has earned the CIMA designation to make your choice easier.**



## **The CIMA designation reflects completion and adherence to the “four E’s”: experience, education, examination, and ethics.**

Every investment consultant who has earned the CIMA designation has at least three years of broad experience in the field of investment management consulting, has passed an extensive background check, and has completed the demanding educational program. Successful completion of a comprehensive examination is the final step in receiving the designation. To maintain their designation, CIMA professionals must continually adhere to a strict ethical code of professional responsibility and complete 40 hours of continuing education every two years.

What does this rigorous designation mean to you? It means that when you work with an investment consultant who has earned the CIMA designation, you’re working with someone who is the best in the field—and will remain the best.



# The CIMA designation ensures that you are working with a professional who is on top of the investment field.

That's because investment consultants who have earned the CIMA designation are knowledgeable about the money management topics that affect investors. The CIMA curriculum is delivered by faculty from the nation's top business schools. CIMA designees must acquire specialized knowledge, including the following:

Investment strategies

Asset selection and allocation

Investment policy statements

Investment manager evaluation

Fixed income management

Alternative investments and derivatives

Ethics and law

Risk and return theories and practices

Modern portfolio theory

Portfolio performance measurement and attribution

Tax efficiency

International financial markets

Behavioral finance

Economic environment

## What should investors look for in selecting an advisor?

**Appropriate Credentialing** – Does your advisor hold rigorous, relevant credentials that require the “*four E’s*” to earn and maintain their credential? All CIMA professionals have completed a background check and a minimum *experience* requirement, are *educated* by the best schools in the nation, pass a comprehensive *examination*, adhere to a professional code of *ethics*, and maintain 40 hours of continuing education every two years.

**Background** – Referral through trusted sources is still one of the best ways to find an advisor for your situation. IMCA can provide you with a list of CIMA professionals in your area. Visit [www.imca.org](http://www.imca.org) for more information.

**Fees** – Individuals should be knowledgeable about what they are paying for and how they are paying. That’s why each CIMA professional, as required by the IMCA *Code of Professional Responsibility*, will disclose fully to clients all services provided and compensation received.

**Chemistry** – Selecting an advisor is a choice like selecting a doctor. Each investor should feel at ease and comfortable with their advisor. The CIMA designation is definitely a first step in the selection process. The decision must ultimately come down to one of interpersonal connection and comfort.

## Each professional investment management consultant shall:

- Serve the financial interests of clients. Each professional shall always place the financial interests of the client first. All recommendations to clients and decisions on behalf of clients shall be solely in the interest of providing the highest value and benefit to the client.
- Disclose fully to clients services provided and compensation received. All financial relationships, direct or indirect, between consultants and investment managers, plan officials, beneficiaries, sponsors, or any other potential conflicts of interest shall be fully disclosed on a timely basis.
- Provide to clients all information related to the investment decision-making process as well as other information they may need to make informed decisions based on realistic expectations. All client inquiries shall be answered promptly, completely, and truthfully.
- Maintain the confidentiality of all information entrusted by the client, to the fullest extent permitted by law.
- Comply fully with all statutory and regulatory requirements affecting the delivery of consulting services to clients.
- Endeavor to establish and maintain excellence personally and among colleagues in all aspects of investment management consulting and all aspects of financial services to clients.
- Support and participate in the activities of the Investment Management Consultants Association to enhance the investment management consulting profession.
- Maintain the highest standard of personal and professional conduct.

**All CIMA professionals must adhere to the IMCA Code of Professional Responsibility.**

CERTIFIED INVESTMENT MANAGEMENT ANALYST™



IMCA—the Investment Management Consultants Association, Inc.—was established in 1985 as a membership association dedicated to the standards and practices for the investment management consulting profession, as well as providing investment managers with the credentials and tools required to best serve their clients.

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