

Value Proposition of the CFA Charter

Financial markets in the last decade have taught businesses and individuals the importance of finding someone trustworthy to manage their finances and investments.

Financial-related decisions can be intimidating, especially considering how much investment value people lost during the last two recessions. The good news is, there are people out there you can trust – you just have to know where to find them. You can trust individuals holding the Chartered Financial Analyst (CFA) designation to provide sound guidance, and several hundred CFA Charterholders work in Iowa.

CFA Charterholders put clients' needs first, are held to an uncompromising global standard of ethics and have fulfilled rigorous graduate-level requirements. They have passed three levels of exams, each requiring 350 hours of study; their competence is objectively defined. Most importantly, the CFA designation is the only globally recognized credential for investment management.

For more information see www.cfaiowa.org and www.cfainstitute.org.

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1,100 HOURS OF STUDY

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