

Benefits of Working with a CFA Charterholder



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At City National Rochdale we specialize in providing custom investment solutions tailored to clients with unique investing goals. Shaping portfolios to meet the constantly shifting dynamics that make up a client's life and aspirations requires not just investment knowledge, but creativity. And we find that creativity closely follows mastery. That's why we've developed a culture based heavily on achieving the Chartered Financial Analyst® designation, the most prestigious designation available for investment professionals. Direct access to investment professionals who embody the principles espoused by the CFA Institute® alongside extensive experience and academic achievements provides a host of benefits to financial advisors.

HOLISTIC APPROACH

Too often discussions about investments are reduced to "the market" barometer to measure investments against a highly visible index. As a financial advisor you know that while the equity allocation might be the most volatile element of a client's investment portfolio, it is far from the only aspect of their financial plan. CFA charterholders learn plenty about equity markets, but the program extends to the analysis of fixed income, alternative investments and portfolio construction, among other topics. This empowers your portfolio manager with a greater depth of understanding of the various asset classes and strategies offered by our research team so they can better connect those strategies to your clients' goals and your planning expertise.

EXPERIENCE

The CFA Institute examination sits among the most challenging and prestigious charters available to financial professionals. Holding the charter requires a minimum of five years' work experience in the investment world along with passing three levels of examination, the first of which had a pass rate below 40% in 2023.¹

The intense course of study and the time dedicated to preparation identify CFA charterholders not only as academically accomplished, but rigorous in their dedication to improving their understanding of financial markets and portfolio construction.

¹CFA Institute, as of 2024, <https://www.cfainstitute.org/en/programs/cfa/exam/results-info>.

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HIGHER ETHICAL STANDARD

In addition to the ethical standards set by regulatory agencies, all CFA charterholders are bound to an additional ethical standard, the CFA Institute Code of Ethics and Standards of Professional Conduct. The exam includes extensive study and application of ethics principles to cases inspired by real-life events such that charterholders prove not just knowledge of the standards, but an understanding they can apply to managing your client assets.

BEHAVIORAL FINANCE EXPERTISE

Among the greatest challenges in working with clients is managing the emotional realities of weathering difficult market conditions. There are few ways a client can more quickly disrupt a carefully designed financial plan than by letting their emotional biases outweigh their appropriate risk tolerance. For this reason the CFA Institute educates charterholders on the nuances of behavioral finance and common investing biases that all people are susceptible to. Through this understanding the CFA charterholder in your corner can help keep clients focused on their plan.

RISK MANAGEMENT

The CFA Institute places considerable weight on understanding risk and how to construct complementary portfolios that minimize risk while meeting your client's goals. Apart from the risk analytics conducted at the firm-wide level, having CFA charterholders at the ground level working with your clients offers another level of understanding and individualized risk management. You can never have too many skilled eyes on a problem as complex as an investment plan.

CONTINUOUS LEARNING

The only constant in investment markets is change, and any financial plan built around outdated market assumptions is bound to produce subpar results. Among the requirements to maintain CFA charterholder status is a continuous regimen of continuing education in the form of classes and seminars. Working with a CFA charterholder ensures a partner taking the time to improve themselves and keep abreast of the latest trends in the investment world.

What you can expect when working with a CFA Charterholder:

- Responsible to a code of additional ethical standards in excess of their fiduciary responsibilities
- Annual continuing education to keep on top of the latest in investing knowledge
- Extensive knowledge of asset allocation and risk management

To learn more, contact your Senior Investment Consultant or Portfolio Manager. You can also visit us at www.cnr.com, or email us at citynationalrochdale@cnr.com.

IMPORTANT INFORMATION

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All investing is subject to risk, including the possible loss of the money you invest. As with any investment strategy, there is no guarantee that investment objectives will be met, and investors may lose money. Diversification does not ensure a profit or protect against a loss in a declining market. Past performance is no guarantee of future performance.

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