

# Putting Investors First: A DIFFERENCE THAT MATTERS.

## Talking the Talk With Investors: Five Key Ways To Champion The Role of CFA Charterholders

As a CFA charterholder, you bring invaluable perspective, insight and experience to your relationship with investors. However, for investors to fully understand the value you bring to the relationship it's important to keep the lines of communication open and ensure they have a full understanding of what the CFA designation means—and why it matters to them.

To help facilitate a productive dialogue with your clients, we've outlined five key topics that underscore the value and advantages of working with a CFA charterholder.

- 1 High Ethical Standards** Build investor trust by explaining The Statement of Investor Rights—a list of ten principles that CFA charterholders adhere to and that encourages investors to demand a high level of service, professionalism, trust and integrity from their investment professionals. **By sharing and endorsing the Statement of Investor Rights, you demonstrate that you are dedicated to protecting the rights of investors and putting their interests above all else.**
- 2 Investor Confidence** Reinforce that you take a personalized approach to serving your clients' needs and provide the best possible insight and information, based on informed analysis, judgment, and diligence—always in a clear and understandable way. **To further build confidence, reinforce that your clients' financial interests always take precedence and that any information shared within the relationship remains private and secure.**
- 3 Certified Financial Knowledge** The designation of CFA charterholder is not earned overnight—it took a lot to get where you are. Talk to your clients about all that goes into becoming a charterholder—from completing many hours of study to passing three intensive exams. Also underscore your comprehensive knowledge of wealth management and your ongoing commitment to improving your professional competence. **To build investor trust, it's important for investors to be aware of your educational achievements, your designations, certifications, and specialized knowledge.**
- 4 Analytical Approach** Educate your clients on your extensive background in securities. Your understanding of the underlying data and elements allow you to make carefully considered judgments that help match products and services with your clients' unique needs and circumstances. **In addition, the advice and assistance you provide is independent and objective and drawn from an informed analysis.**
- 5 Adherence to Fiduciary Standards** Explain the concept of “single standard of care,” which according to the CFA Institute Code and Standards, must be provided by any professional who offers personalized investment advice. As part of this stringent standard, CFA charterholders must disclose why the products they recommend are better suited to their clients' objectives and needs than other products. **For your clients, it's further assurance that your advice and guidance is objective and grounded in their best interests.**

### JOIN THE MOVEMENT.

*Help elevate the focus on investors and impact the future of our industry. Endorse the Statement of Investor Rights, ten rights that every investor must respect—and encourage your clients to do so as well.*

Visit: <http://investorrights.cfainstitute.org>

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