

## About the College

The College for Financial Planning is a regionally-accredited institution of higher education accredited by the Higher Learning Commission, a member of the North Central Association. The College is a wholly owned subsidiary of Apollo Group, Inc., located in Phoenix, Arizona.

The College offers a Master of Science degree with a Personal Financial Planning major and two Master of Science in Finance degrees, nine proprietary professional designations, and the CFP Certification Professional Education Program. Founded in 1972, the College is the country's most established provider of financial planning education and has over 120,000 graduates from its Master's and non-degree programs.

- AAMS® | Accredited Asset Management Specialist<sup>SM</sup>
- ADPA® | Accredited Domestic Partnership Advisor<sup>SM</sup>
- APMA® | Accredited Portfolio Management Advisor<sup>SM</sup>
- AWMA® | Accredited Wealth Management Advisor<sup>SM</sup>
- CMFC® | Chartered Mutual Fund Counselor<sup>SM</sup>
- CRPC® | Chartered Retirement Planning Counselor<sup>SM</sup>
- CRPS® | Chartered Retirement Plans Specialist<sup>SM</sup>
- MPAS<sup>SM</sup> | Master Planner Advanced Studies<sup>SM</sup>
- RP® | Registered Paraplanner<sup>SM</sup>

Are all trademarks owned by the College for Financial Planning and are awarded to individuals who successfully complete the College's initial and ongoing designation requirements.



**College for  
Financial Planning®**  
EDUCATING THE NATION'S TOP FINANCIAL ADVISORS<sup>SM</sup>

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## What You Need to Know About the AAMS® Designation



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# Why should you work with an AAMS® designee?



## Decisions, Decisions

Making crucial asset management decisions can seem like an insurmountable task. These decisions involve not only investments but also insurance, tax, retirement, and estate planning, along with many other financial considerations. Managing a person's total financial situation encompasses a myriad of asset management choices and strategies to serve a variety of needs and accomplish a variety of goals. You've worked too hard saving for your family's future to trust just anyone with your asset management needs.

## We Know How to Manage Assets

Turn to a professional on asset management for your advice—an Accredited Asset Management Specialist<sup>SM</sup> or AAMS® designee. AAMS® designees have a broad knowledge of asset management. They can effectively identify, analyze, and recommend strategies that are appropriate for your diverse needs.

AAMS® designees distinguish themselves by identifying opportunities not only in investment planning, but also by making comprehensive recommendations to meet a broad range of your financial goals—from saving for your children's college education to reducing taxes to building a nest egg for your retirement. With all of the complex financial planning information available today, an AAMS® designee can give you knowledgeable advice on the best assets and strategies for your total financial needs.

## Get Expert Advice

**EDUCATIONAL PROGRAM** | The College for Financial Planning provides AAMS® students with a thorough education focusing exclusively on asset management. Study materials are written and updated regularly by the College's full-time faculty, who specialize in investments, insurance, taxation, retirement planning, and estate planning, and work closely with investment professionals to provide the most current information available.

**CLIENT NEEDS ASSESSMENT** | The AAMS® program emphasizes how to assess a client's total financial situation and needs—and then thoroughly evaluate assets under management and make appropriate recommendations. This is what distinguishes this program from others in the industry.

**BUILD LASTING RELATIONSHIPS** A goal of the AAMS® designee is to build lasting relationships with clients. They learn to recognize hidden opportunities by identifying their clients' needs within the broader context of asset management, including investments, taxation, retirement, estate planning, insurance, and more.

**AAMS® MARK** | To be entitled to use this mark, candidates must successfully complete the specialized program and pass a rigorous examination, sign a code of professional ethics, and complete a disclosure form attesting to their professional conduct.

**CONTINUING EDUCATION CREDIT** All AAMS® designees must sign a commitment to ongoing continuing education credit to ensure that they stay current in the field.

## Disciplinary Process

The College investigates all complaints filed against a designee and its Ethical Conduct Committee determines whether the allegations are justified and if the conduct warrants disciplinary action. Complaints may be filed using the Complaint Submission form found on the College's Financial Designation Resource site: [www.cffpdesignations.com](http://www.cffpdesignations.com).

If a violation of the Standards of Professional Conduct is found, disciplinary sanctions shall be based on the seriousness of the situation and may include, but are not limited to, reprimand, suspension, or revocation.

## Status Verification

An individual's authorization to use one of the College's designations can be verified online at: [www.cffpdesignations.com](http://www.cffpdesignations.com) or call 800-237-9990.



## THE COLLEGE'S STANDARDS OF PROFESSIONAL CONDUCT

*The Standards of Professional Conduct establish minimum standards of acceptable professional conduct for persons authorized to use the College's designations. Violations are subject to disciplinary procedures.*

### Integrity

*Provide professional services with integrity, honor, fairness, and dignity and maintain client trust and confidence.*

### Objectivity

*Maintain objectivity and impartiality with respect to services rendered and advice given.*

### Competency

*Maintain an adequate level of knowledge and skill and effectively apply that knowledge while recognizing its limitations.*

### Confidentiality

*Keep client information confidential, disclosing only when authorized or compelled by law.*

### Professionalism

*Comply with all laws and regulations as required and applicable, refraining from actions that bring dishonor to you or your profession.*