

**RMA**<sup>®</sup> RETIREMENT  
MANAGEMENT  
ADVISOR<sup>®</sup>



THE RETIREMENT  
CERTIFICATION  
THAT **MAKES A  
DIFFERENCE TO  
YOUR CLIENTS**

**INVESTMENTS  
& WEALTH  
INSTITUTE**<sup>®</sup>



[www.investmentsandwealth.org/RMA](http://www.investmentsandwealth.org/RMA)

# ADD EXCEPTIONAL VALUE TO YOUR RETIREMENT CLIENTS

## WHAT IS THE RMA PROGRAM?

The Retirement Management Advisor® (RMA®) is an advanced certification that focuses on building custom retirement income plans to mitigate clients' risks and to master the retirement planning advisory process, all within the ever-changing regulatory environment.

## WHAT DO YOUR CLIENTS WANT?

**86%** of clients agree that their advisor needs to meet a rigorous set of requirements to be certified.

**72%** of investors agree it is very important for their advisor to help them maximize income for retirement.

**61%** of investors say it is very important for their advisor to help them set clear goals for retirement.

Source: Absolute Engagement, HNW Investor Insights Study, 2017.



# GUIDE YOUR CLIENTS ON THEIR RETIREMENT JOURNEY

## WHAT ARE THE BENEFITS OF THE RMA PROGRAM?

### **Multidisciplinary approach to**

**retirement planning**—The RMA program maps a complete framework of the retirement planning universe. By evaluating several schools of thought, particularly on retirement allocation strategies and risk management techniques, advisors can adopt all best-practices.

### **Better understand your clients'**

**retirement mindset**—Using a combination of behavioral finance, industry research, and practitioner experience, the RMA program helps advisors better understand their clients' mindset at retirement, as they shift from accumulating and investing assets to funding retirement income. The program was also developed and customized entirely from the client's perspective, helping to improve client communication and trust.

### **Strategies for custom risk assessment**

**and unbiased solutions**—The RMA program is truly product-neutral, with unbiased solutions for every type of client. This client-centered, outcomes-based approach is at the heart of the program, first doing what is best for the client, no matter the product or the payout.

### **Practical tools and techniques to use**

**in your practice**—Starting with the Procedural Prudence Map, the RMA program provides practical tools that help advisors map a decision-making process that complies with fiduciary best practices. Using the Client Diagnostic Kit helps set the stage for initial client data gathering while the RMA Toolbox compiles the various strategies into actionable client product recommendations.

## INCREASE CLIENT SATISFACTION AND ENGENDER TRUST





*"As a certificant and graduate of the RMA program I know that I am well prepared to handle my clients needs in this area."*

**Dorothy Bossung, CIMA®, CPWA®, CFP®, RMA®**  
Executive Vice President, Lowery Asset Consulting, LLC.  
Investments & Wealth Institute member since 1998

## WHO SHOULD PURSUE THE RMA PROGRAM

Ideal candidates for RMA include:

- Wealth managers and specialists
- Financial planners and advisors
- Investment consultants and advisors
- Retirement specialists
- Family-office professionals
- Trust professionals
- Tax and estate professionals

RMA is considered a post-CFP, post-CIMA, post-CPWA designation when it comes to retirement planning expertise. While each of these designations addresses some elements of retirement planning, the RMA is retirement income-specific, with an emphasis on advising your clients through the realities of changing from an accumulation mindset to a decumulation mindset.

# HOW RMA CERTIFICATION COMPARES

## EMBARKING ON AN EDUCATIONAL JOURNEY?

The Retirement Management Advisor (RMA), Certified Private Wealth Advisor (CPWA) and Certified Investment Management Analyst (CIMA) certifications are must-have credentials for investment and wealth professionals. Here is a snapshot of how they compare.

RMA®	CPWA®	CIMA®	CFP®	CFA®
SPONSORING ORGANIZATION				
Investments & Wealth Institute	Investments & Wealth Institute	Investments & Wealth Institute	CFP Board of Standards	CFA Institute
IDEAL FOR				
Financial advisors who work with clients nearing retirement	Financial advisors who work with high-net-worth clients	Financial advisors and investment consultants	Financial advisors	Financial advisors, portfolio managers, and securities analysts
CURRICULUM FOCUS				
Needs analysis, distribution methods, tax-efficiencies, and healthcare requirements	Advanced wealth management: planning strategies for high-net-worth individuals, asset protection, tax and estate planning, legacy planning, family dynamics	Discretionary investment management: investment policy and plan design, portfolio construction, investment fundamentals and advanced theory, behavioral finance	Financial planning, education, insurance, investment, tax, and estate planning	Investment expertise across all asset classes, economics, accounting, corporate finance, and portfolio management
TYPICAL TIME COMMITMENT				
6 months	6 months	9 months	18–24 months	3–4 years
MINIMUM WORK EXPERIENCE REQUIREMENT				
3 years (financial)	5 years (financial)	3 years (financial)	3 years (financial)	4 years (investment)
EDUCATION REQUIREMENT WITH TOP 25 BUSINESS SCHOOLS/FACULTY				
Yes	Yes	Yes	No	No
ADHERENCE TO CODE OF ETHICS/STANDARDS				
Yes	Yes	Yes	Yes	Yes
ACCREDITATION				
		ANSI	NCCA	
CONTINUING EDUCATION REQUIREMENT				
Required	Required	Required	Required	Optional





## THE CURRICULUM

Using this framework, advisors will learn a practical approach for developing retirement income planning solutions.

### **1. Client Diagnostic kit**

- Client planning process
- The household balance sheet
- Household cash flows

### **2. Retirement allocation**

- Assessing retirement risks

### **3. RMA Toolbox**

- Risk management allocations
- Account allocation/product selections

### **4. Practice Management**

- Presenting & monitoring the plan
- Professional guidelines–Investments & Wealth Institute Code of Professional Responsibility



## RMA REQUIREMENTS

The following “Four E’s” are required to complete the RMA certification:

### EXPERIENCE

Candidates must exhibit three years of relevant experience in financial services before certification.

### ETHICS

Applicants must disclose any potential or real violations of Investments & Wealth Institute *Code of Professional Responsibility*.

### EDUCATION

Before certification, candidates must complete the online course and RMA capstone course.

### EXAMINATION

All candidates must pass a stringent examination (administered online or in person at a capstone).

## CERTIFICATION RENEWAL

RMA practitioners must renew their certification every two years to ensure that they have the latest expertise and skills. Renewal requirements are:

- Complete and report 40 hours of continuing education (CE) credit, including two ethics hours and one hour of tax and regulations information.
- Agree to continued adherence to Investments & Wealth Institute *Code of Professional Responsibility* and report any complaints or disciplinary actions registered during the previous two-year period.
- Pay a renewal fee.



## ABOUT US

Investments & Wealth Institute is a professional association, advanced education provider, and certification board for financial advisors, investment consultants, and wealth managers who embrace excellence and ethics. Through our events, continuing education courses, and acclaimed certifications—Certified Investment Management Analyst® (CIMA®), Certified Private Wealth Advisor® (CPWA®), and Retirement Management Advisor® (RMA®)—we deliver rigorous advanced education that's also highly practical.

Whether you are establishing yourself or are an industry veteran, whether your clients are individuals or institutions, we are committed to providing you the resources you need to be at your best and differentiate yourself from the average advisor.

For more information about the RMA certification as well as the Investments & Wealth Institute, visit:  
[www.investmentsandwealth.org/RMA](http://www.investmentsandwealth.org/RMA).

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