

# The Value of Working with an AIF<sup>®</sup> or AIFA<sup>®</sup> Designee

## Overview

A “fiduciary” is someone who is managing the assets of another person and stands in a special relationship of trust, confidence, and/or legal responsibility. A fiduciary is required by law to always act in the best interests of their client, beneficiary, or retirement plan participant. Yet, many fiduciaries are not even aware of their duties and responsibilities.

AIF and AIFA Designees have acquired a thorough knowledge of fiduciary responsibility and can be an invaluable resource to investment fiduciaries and individual investors alike. An AIF designation represents that person’s knowledge of a Global Fiduciary Standard of Excellence and their application of the global standard into their own practice. An AIFA Designee has received the same training on a fiduciary standard, complemented by training on ISO-like assessment procedures to assess whether other fiduciaries conform to the standard of excellence.

Don’t risk going at it alone, AIF and AIFA Designees have the training necessary to ensure that an investment process is managed to an appropriate fiduciary standard of care.

## Training

AIF and AIFA Designees have successfully completed a specialized program on investment fiduciary standards of care. Fi360 Training began in 1999 to provide the investment industry with the first full-time training and research organization focused exclusively on investment fiduciary responsibility and portfolio management. The Practices and handbooks described below form the basis of the classroom instruction.

Designees are required to complete a rigorous training program, successfully pass an examination, conform to a code of ethics, and adhere to continuing education requirements on a yearly basis. These requirements ensure Designees are familiar with the prudent process developed by fi360, as well as kept up to date with recent industry events affecting fiduciaries.

## Prudent Process for Investment Fiduciaries

An investment fiduciary fits into one of three groups: Investment Stewards, Investment Advisors, and Investment Managers. Each has a unique function in the investment process. The Prudent Practices for Investment Fiduciaries handbook series details Practices based on legislation, case law, regulatory opinion letters, and best practices that form a prudent investment process for each group of fiduciaries, respectively. The Practices make good investment sense, and should help to improve long-term investment performance.

## More Information

For more information on the AIF and AIFA designations or to identify and contact a Designee, please visit fi360’s Website at [www.fi360.com](http://www.fi360.com).

## **AIF<sup>®</sup> and AIFA<sup>®</sup> Designee Code of Ethics**

I recognize that this Code of Ethics, and its principles and obligations, are in addition to those set forth by any other Code that governs my professional and ethical conduct.

### ***To my clients, I will:***

1. Employ and provide the client information on the Prudent Practices when serving as an investment fiduciary and/or advising other investment fiduciaries.
2. Act with honesty and integrity and avoid conflicts of interest, real or perceived.
3. Ensure the timely and understandable disclosure of relevant information that is accurate, complete, and objective.
4. Be responsible when determining the value of my services and my form of compensation; taking into consideration the time, skill, experience, and special circumstances involved in providing my services.
5. Know the limits of my expertise, and refer my clients to colleagues and/or other professionals in connection with issues beyond my knowledge and skills.
6. Respect the confidentiality of information acquired in the course of my work, and not disclose such information to others, except when authorized or otherwise legally obligated to do so. I will not use confidential information acquired in the course of my work for my personal advantage.
7. Not exploit any relationship or responsibility that has been entrusted to me.

### ***To my community (whether defined by work, family, and/or friends), I will:***

1. Proactively promote and be a steward of ethical behavior as a responsible partner among my peers in the work environment and in my community.
2. Ensure that the overall promotion of my practice is implemented in the best interests of my profession.
3. Seek, accept, and offer honest criticism of technical work; acknowledge and correct errors; and properly credit the contributions of others.
4. Use corporate assets and resources employed or entrusted to me in a responsible manner.
5. Continue to improve my knowledge and skills, share ideas and information with colleagues, and assist them in their professional development.