



# The Value of Working with an AIF® or AIFA® Designee

## Overview

Simply put, 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).

