

When you're smart enough to seek *expert advice*.



Why do people who want to do well on the golf course look for professional advice? Is it because the game is now more competitive? Or is it that seeking advice is one of the ways top players got to the top in the first place? Like serious golfers, serious investors know that it's hard to perform consistently at a high level without high-level professional guidance. But how do you find an advisor you can trust? Look for three letters after an investment advisor's name: CFA®. It's proof you're working with a professional who has not only passed



the industry's most rigorous examinations, but who also – every year – makes the commitment to put investor interests first.

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