



# HOW CFP® PROFESSIONALS CAN ENHANCE THEIR EXPERTISE & SERVE WEALTHIER CLIENTS

An Investments & Wealth Institute ebook



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## INTRODUCTION

# BEYOND THE CFP® CERTIFICATION: YOUR GUIDE TO WORKING WITH HIGH-NET-WORTH CLIENTS



As a financial professional who already holds the **CERTIFIED FINANCIAL PLANNER®** certification and is ready to grow your career, you may recognize that the next step is to work with high-net-worth (HNW) clients.

You're right. However, you need additional credentials to open the door to the HNW market, then travel the path to success.

This ebook, prepared by Investments & Wealth Institute, is a strategic guide for strengthening your approach and successfully competing in the HNW client market. It outlines how acquiring skills and aptitudes in key areas provides a crucial competitive advantage.

Clients with a net worth of \$5 million+ represent career-changing opportunities for advisors and advisory teams who have the skills, training, and education to win their business and successfully serve their unique needs.

For decades, broad-based designations such as the CFP® certification have been widely recognized and highly respected, distinguishing the financial professionals who have earned them from those who have not. Since its inception, the CFP® Board of Standards has represented the foundational education of more than [100,000 financial advisors](#), and roughly 6,000 more professionals become CFP® practitioners every year.



**So, how will you differentiate your practice and stand out in the crowd?**

**We look forward to guiding you through this journey.**



CHAPTER 1

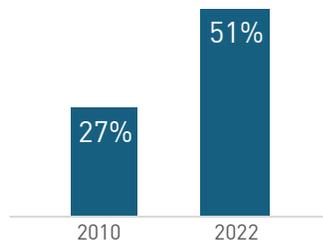
UNDERSTANDING THE  
**HNW MARKET  
OPPORTUNITY**

# THE FUNDAMENTAL FORCES AFFECTING THE INDUSTRY

Money is getting concentrated at the top.

As of 2023, households with a net worth of more than \$5 million controlled [51% of investable assets in the United States](#). This is a huge increase compared to 2010, when these HNW households controlled only 27% of investable assets.

SHARE OF INVESTABLE ASSETS BY \$5M+ HOUSEHOLDS

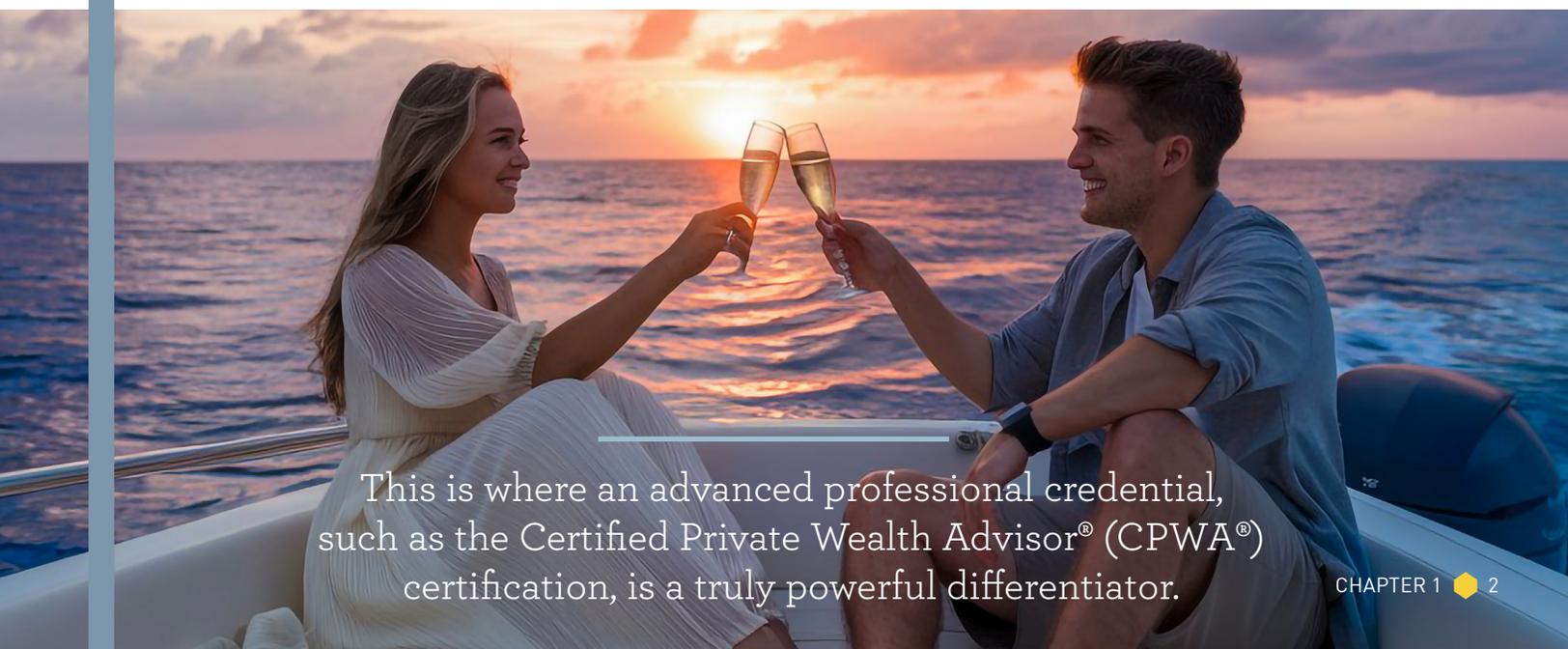


By 2024, there were more than [900,000 households in the U.S. with more than \\$10 million in assets](#) and nearly 40% of the richest people in the world lived in the U.S. The HNW market is absolutely burgeoning with opportunity.

Most recently, the [2025 USA Wealth Report](#) from Henley & Partners and New World Wealth found there are six million HNW individuals with investable wealth of \$1 million or more. More specifically:

~6,041,000 Millionaires      ~10,800 Centi-millionaires      850+ Billionaires

However, because serving HNW clients is so financially rewarding, the competition is fierce. Wealthy individuals are also in a position to select discerningly and choose whom they want to work with, benefiting from many highly qualified firms and wealth managers vying for their business. To stand out and stay ahead, you're going to need to attain a unique calling card and an impressive professional pedigree.



This is where an advanced professional credential, such as the Certified Private Wealth Advisor® (CPWA®) certification, is a truly powerful differentiator.



**Be honest with yourself: How likely is it that you can expertly position yourself to meet the discerning needs of the HNW community without additional advanced training and focused education?**

Often the difference between a qualified and an extraordinary certified advisor is not just being familiar with a topic, but the depth of knowledge you bring. As you consider each area of expertise needed to attract and serve the HNW market, ask yourself how well you can claim a deep understanding.

Even if you already offer a range of specialized services, showcasing the depth and relevance of those capabilities to HNW clients may be a challenge for you. Earning the CPWA® certification will help bridge that gap — building both technical fluency and the ability to clearly articulate value in the specialized services you offer.

You will feel the difference in your confidence when a more sophisticated level of knowledge stands behind you.

With CPWA® certification, you'll be equipped to move beyond broad recommendations and engage in precise, client-specific analysis. You'll develop the ability to:

- **Model opportunities** — such as tax-efficient business exits, charitable trusts, or equity compensation strategies for executives.
- **Apply and interpret regulations** — navigating estate tax law changes or critical rules affecting sophisticated investment vehicles.
- **Analyze, calculate, and estimate value** — for private business interests, concentrated stock positions, or complex retirement income strategies.
- **Identify, determine, and evaluate risks** — including alternative investments, tax exposure, and behavioral biases within family decision-making.
- **Differentiate and compare scenarios** — to present clearly reasoned options and guide clients through trade-off decisions.



**These advanced capabilities will strengthen your value proposition and give you the confidence to lead high-stakes conversations and deliver truly customized wealth strategies.**

# THE CPWA® DESIGNATION

The Certified Private Wealth Advisor® (CPWA®) professional certification is designed specifically for seasoned advisors and wealth managers who work with or would like to work with HNW clients. Accredited by ANAB (ANSI National Accreditation Board), CPWA® certification is for professionals who seek the latest, most advanced knowledge and techniques to address the sophisticated needs and complexities of HNW clients, especially those with a minimum net worth of \$5 million.

Since 2008, Investments & Wealth Institute has curated and maintained a portfolio of educational tools that are critically important to serving HNW clients. Topics such as alternative investments, behavioral finance, tax strategy, estate planning, and family governance are covered in great detail, ensuring the advisors who successfully complete the CPWA® program have the skills and tools to provide the guidance that HNW clients need and expect.



ALTERNATIVE INVESTMENTS



BEHAVIORAL FINANCE



TAX STRATEGY



ESTATE PLANNING



FAMILY GOVERNANCE

Committing to build on foundational credentials and earning the CPWA® certification helps wealth advisors pivot their career. The program's executive-level education — provided by Chicago Booth School of Business, Yale School of Management, or Investments & Wealth Institute — enables you to offer distinctive value to HNW clients.

**Think about it: Would you feel stronger presenting to a HNW prospect with proven, qualified recognition that you offer the most advanced capabilities and services in the profession?**



The certification is a differentiator as a financial professional. I think nowadays most financial planners have their CFP® certification, which is important. It's a great foundation — but having the CPWA® designation really classifies me as one of the experts in the high-net-worth service space. It's definitely something that makes you stand out as an advisor.

— ALYSSA DALBEY, CFP®, CPWA®, SCHULTZ FINANCIAL GROUP INC.

## HOW ADVANCED CERTIFICATIONS IMPACT GROWTH & CLIENT RETENTION

As explained, the CPWA® advanced certification program is available to experienced professionals who are already CFP® certificants. It takes time and commitment before you can enter the CPWA® program.

This ebook focuses on current CFP® professionals looking to add CPWA® certification, but other certified professionals also qualify. In all, you will need to meet certain prerequisites that will be confirmed when you apply. These include:

- Hold a bachelor’s degree OR one of the following designations: CFP®, CIMA®, RMA®, CFA®, ChFC®, CPA®.
- Pass a comprehensive background check prior to admission.
- Have five years’ experience in the financial field at the time of certification.

Once these qualifications are met, the process begins. Overall, there are four steps to earn CPWA® certification.

### CERTIFICATIONS AND EXPERIENCE AT A GLANCE

#### COMMON TIMING AFTER CFP® CERTIFICATION

CFP® Certification + CIMA®	1 - 7 years (median: 2 years)
CFP® Certification + CPWA®	3 - 11 years (median: 6 years)
CFP® Certification + RMA®	10 - 15+ (median: 15 years)

## 4 steps to earn CPWA® certification

- 1. Apply:** Submit an application to Investments & Wealth Institute, selecting a program model.
- 2. Complete the Executive Education Program:** Finish a pre-study educational component (typically a six-month online program) and an executive education course offered by a registered provider. Courses may be delivered online, in-person, or in a hybrid format.
- 3. Pass the CPWA® Certification Exam:** This is a comprehensive four-hour, computer-based exam. The pass rate for the last two years has been 80%, with another 47% of re-testers passing.
- 4. Complete and Maintain Your Certification:** After submitting the signed license agreement and initial certification fee, complete 40 continuing education credits every two years — including two hours of ethics — and adhere to the Institute’s *Code of Professional Responsibility*.

## WHAT ARE THE BASIC DIFFERENCES BETWEEN MASS-AFFLUENT CLIENTS AND HNW CLIENTS?



**Mass-affluent clients tend to need traditional financial planning services**, such as budgeting, debt management, and basic investment strategies centered around diversified stock and bond portfolios (often following the classic 60/40 asset allocation model). While they value professional guidance, their

service expectations are generally standardized, with periodic check-ins rather than an ongoing, high-touch advisory relationship. Their investment preferences tend to be more conservative, prioritizing long-term growth and risk mitigation over alternative or complex asset classes.

Wealth management firms and organizations typically define HNW individuals based on total net worth.

Accordingly, the CPWA® certification program is designed for advisors serving HNW clients with a minimum net worth of \$5 million, \$25 million, or even more.

The HNW echelon of clients has complex financial needs requiring a sophisticated and highly personalized approach. These individuals expect an elevated level of service that integrates financial well-being with a variety of lifestyle services and multigenerational wealth planning. Their investment portfolios incorporate alternative assets, private equity, and real estate. They seek rewarding, long-term relationships with advisors who are among the highest qualified and distinguished.

If you put in the work to meet these criteria, you can position yourself to become a trusted partner in managing and preserving the client's wealth now and across future generations.

Serving HNW clients is less transactional and more about offering a holistic approach to each individual's needs.



**HNW individuals expect an elevated level of service that integrates financial well-being with a variety of lifestyle services and multigenerational wealth planning.**

# MASS-AFFLUENT VS. HNW CLIENTS

	MASS AFFLUENT	HNW
<b>INVESTABLE ASSETS</b>	\$100,000–\$1 million	\$5 million+ (net worth)
<b>FINANCIAL FOCUS</b>	Financial security, retirement savings, and investment growth	Comprehensive wealth preservation, tax optimization, and estate planning
<b>INVESTMENT STRATEGY</b>	Primarily stocks, bonds, and mutual funds, e.g., 60/40 portfolio	Diversified portfolio with private equity, real estate, and alternative assets
<b>SERVICE EXPECTATION</b>	Standard financial planning and investment management	Highly personalized “family office” experience with integrated wealth solutions
<b>ADVISOR RELATIONSHIP</b>	Transactional or periodic engagement	Long-term, relationship-based advisory approach
<b>COMPLEXITY OF NEEDS</b>	Moderate (retirement, budgeting, standard investments)	High (complex tax strategies, estate planning, business succession)
<b>ADVISOR CREDENTIALS</b>	<b>CFP® certification is generally sufficient</b>	<b>CPWA® certification provides a competitive edge for sophisticated wealth management needs</b>

According to annual wealth management surveys from Capgemini and PwC, in addition to offering traditional wealth management options, successful wealth managers must also deliver a broad array of services tailored to the needs of the affluent marketplace. For HNW clients, those services increasingly include:

- ✓ Access to alternative and private investments, such as hedge funds, real assets, and private equity
- ✓ Planning for executives and closely held business owners
- ✓ Retirement management including specific distribution, asset location, and withdrawal strategies
- ✓ Impact investing and environmental, social, and governance strategies
- ✓ Access to digital assets
- ✓ Complex estate and insurance planning
- ✓ Trust services
- ✓ Tax strategies and tax preparation



CHAPTER 2  
PROFESSIONAL GROWTH  
**AS A HNW ADVISOR**

## WHAT SUCCESS AS A HNW ADVISOR LOOKS LIKE

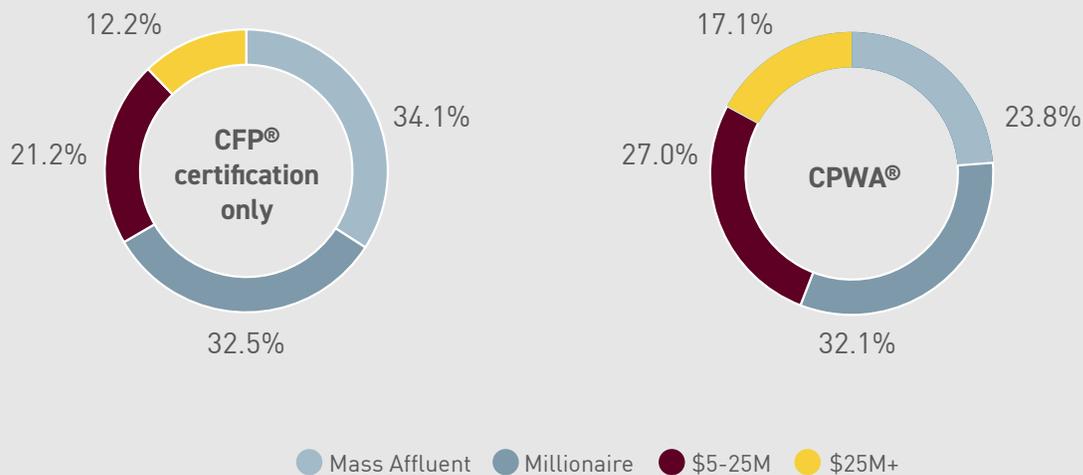
Approaching the HNW market requires a change of skills and mindset that often requires you to make additional investments in yourself. CPWA® advisors don't just address the HNW market but also serve more ultra-high-net-worth (UHNW) clients than mass-affluent clients.

On average, 44.1% of clients served by professionals holding the CPWA® certification are either HNW or \$25 million+ clients. This compares to just 33.4% of clients served by professionals who hold only the CFP® certification.

### The Data Speaks for Itself

On average, mass-affluent clients constitute 34.1% of CFP® advisors' clients. For CPWA® advisors, this figure drops to just 23.8%.

#### PERFORMANCE METRICS WITH AN ELITE CREDENTIAL Average Client Wealth Level



On average, 44.1% of CPWA® advisors' clients are HNW or \$25 million+. For professionals holding only the CFP® certification, that number drops to 33.4%.



When serving mass-affluent clients, many advisors inadvertently limit their own practice and career growth. There are several key reasons for this.

1. **Limited revenue potential:** Mass-affluent clients typically have less complex financial needs and smaller investable assets, which necessarily limit the fees and revenue an advisor can generate per client.
2. **Resource-intensive service model:** Serving a high volume of mass-affluent clients often requires more time and resources relative to the revenue generated, compressing profit margins.
3. **Competitive market saturation:** The mass-affluent segment is awash with countless advisors and digital platforms

vying for clients, making opportunities for substantial growth hard to come by.

4. **Limited opportunities for specialization:** Focusing on mass-affluent clients may restrict an advisor's bandwidth, leaving them hard-pressed to develop niche expertise that could command more premium fees.
5. **Career advancement constraints:** Many firms reserve senior positions and partnership opportunities for advisors who have already attracted and retained HNW clients, potentially limiting career progression for those familiar with only the mass-affluent segment.



**In the big picture, all these challenges are rooted in a lack of advanced, specialized skills and aptitudes. This limitation makes it very difficult to move upstream and effectively attract HNW clients.**

**A shift in clientele can provide a substantial career reward, allowing you to achieve significant increases in financial compensation.** In a 2025 study by CEG Insights, it was found that CPWA® professionals earn approximately 20% more in average annual income compared to advisors without Institute certifications.

For example, CPWA® professionals in the study earned an average of \$682,827 versus \$569,569 for advisors without Institute certifications. And with each certification — each additional level of qualification — the earning potential grows.

In the same study, 36.8% of CPWA® advisors were found to earn \$500K+ (25.6%) or \$1 million+ (11.2%) in average annual income. For advisors without Institute designations, these numbers drop to just 28.3% (21.6% + 6.7%).

### CPWA® Certification Specialization as the Gateway to HNW Success

For financial advisors and wealth managers, the ability to command higher fees, attract wealthier clients, and achieve accelerated career growth often hinges on a single, defining factor — advanced specialization. The CPWA® certification will empower you with the technical mastery and high-level, strategic insights required by HNW families and individuals.

### The Numbers Speak for Themselves

CPWA® advisors earn significantly more and work with wealthier clients. If you aspire to break through the limitations of a mass-affluent practice and position yourself as a trusted advisor to the ultra-wealthy, upskilling with the CPWA® certification is the key.

#### ADVISOR AVERAGE ANNUAL INCOME BY DESIGNATION

N=1,093 advisors



Source: CEG Insights



**Combining CFP® certification with one or more Institute certifications significantly enhances advisors' professional brand. Clients recognize these dual credentials as markers of advanced expertise and professionalism, strengthening trust and loyalty.**



Advisors holding the CPWA® certification are more likely to manage \$1 billion or more in assets — an AUM level that indicates these advisors are highly skilled at attracting and serving UHNW and \$25 million+ clients. This stands in contrast to professionals without advanced credentials and those who hold only the CFP® certification, who typically operate in the mass-affluent market.

One reason for the difference: The advanced training associated with Institute certifications equips advisors to address the complexities of large portfolios and significant wealth, including alternative investments, tax-efficient strategies, and multigenerational wealth transfer.

*Investments & Wealth Institute Certifications: A Key Driver of Financial Advisor Success.*



CHAPTER 3  
ADVANCED WEALTH  
STRATEGIES ***EVERY*** HNW  
**ADVISOR SHOULD KNOW**

# ABOUT THE CPWA® BODY OF KNOWLEDGE

By obtaining the CPWA® credential, you are joining an elite group of wealth management professionals who possess a specific, technical body of knowledge.

The **CPWA® Body of Knowledge** is determined by worldwide industry practitioners via a job task analysis (JTA) study. It is updated every five to seven years. The most recent JTA was conducted in 2024, with a new Body of Knowledge taking effect in September 2025, covering human dynamics, wealth management technical design, legacy issues, and specialty client services.

## HUMAN DYNAMICS

- Ethics
- Behavioral Finance & Investor Psychology
- Family Dynamics

## WEALTH MANAGEMENT—TECHNICAL DESIGN

- Tax Planning
- Portfolio Management
- Risk Management & Asset Protection

## LEGACY ISSUES

- Charitable Giving & Philanthropy
- Estate Issues & Wealth Transfer

## SPECIALTY CLIENT STRATEGIES

- Planning for Executives
- Planning for Closely Held Business Owners
- Retirement Management

The CPWA® certification is specifically designed to align with the contemporary, evolving needs of HNW clients. The following is a detailed review of the many topics the CPWA® certification program will introduce you to and educate you on.

## HOW AND WHY DO

# CPWA® ADVISORS ACHIEVE SUCH COMPARATIVELY GREAT PERFORMANCE?

The CPWA® designation cultivates elite advisory skills that distinctly set professionals apart in the HNW space.

The CPWA® certification program isn't just another credential, it's a transformational educational experience that equips you with advanced, practical tools to serve the complex needs of wealthy individuals and families. Here are details and quick takes on six skills that CPWA® advisors use to elevate their performance and their clients' outcomes.

### Tax Strategies

HNW clients require often-intricate tax planning that goes far beyond basic planning suggestions. The CPWA® certification delivers deep expertise in high-impact areas such as tax-efficient wealth structuring, income-shifting techniques, and advanced charitable giving strategies. Advisors learn how to integrate business entity selection, taxation of trusts, and complex estate tax law to optimize client outcomes. By mastering these intricate tax strategies, CPWA® professionals gain a decisive edge in reducing tax burdens while preserving generational wealth to deliver measurable, lasting value.

### Advanced Tax-Planning: What a CPWA® Professional Knows

- Tax rate structures and income tax calculations for individuals
- Estimated tax requirements and safe harbors for individuals
- Taxation of trust entities
- Tax issues common for HNW clients
- Tax implications for intra-family income-shifting strategies
- Alternative minimum tax (AMT) and how it is determined
- Planning implications associated with AMT
- Income tax deductions and charitable giving limitations
- Mortgage interest deductions and limitations
- Investment interest expense classifications and limitations
- Interest deductibility limits for passive business activities
- Qualified dividend income rules and limitations
- Wash sale rules
- Components of capital gain taxation
- Taxation of incentive stock options
- Regular and AMT differences in incentive stock options
- Taxation of non-qualified stock options
- Pass-through entities and their impact on tax liability
- At-risk and other passive loss limitations and carry forwards
- Passive losses and disposition of passive activities
- Like-kind exchange taxation and requirements

### Quick Take: Why Are These Skills Important for Serving HNW Clients?

HNW clients face higher tax liabilities that require proper tax planning. Effective, compliant tax strategies allow clients to navigate complex tax structures, deductions, and investment-related implications to optimize portfolio returns.

## BEHAVIORAL FINANCE

The psychology of wealth management is just as important as technical expertise. CPWA® advisors gain insight into behavioral biases that influence financial decision-making, uncovering heuristics that could cause trouble.

### Addressing Emotions, Personality, and Behavioral Biases: What a CPWA® Advisor Knows

- Summarize the biological processes involved in financial decision-making
- Compare and contrast intuitive and deliberative decision-making
- Describe Expected Value Theory
- Describe the Mean Variance Model
- Describe Prospective Theory
- Describe Adaptive Market Hypothesis
- Compare and contrast Expected Value, Utility Function, the Mean Variance Model, and Adaptive Market Hypothesis
- Explain how behavioral finance theory evolved over time
- Categorize behavioral biases as they may be based on emotional, information processing and existing beliefs
- Differentiate between behavioral biases that are best handled through accommodation and biases that are best handled by education
- Explain common investor personality types (preservers, followers, independents, accumulators)
- Compare and contrast each investor personality type

### Quick Take: Why Are These Skills Important for Serving HNW Clients?

This knowledge empowers advisors to guide clients through market volatility, prevent emotional decision-making, and implement strategies that align with long-term financial objectives. By applying these insights, advisors help clients stay disciplined through market cycles and stick to long-term strategies, boosting both trust and performance.

## ALTERNATIVE INVESTMENTS

Traditional asset allocation models often fall short when addressing the unique needs of HNW investors. The CPWA® curriculum dives into sophisticated investment options, including private equity and real estate, empowering advisors with the ability to construct resilient, tax-efficient portfolios.

### Sophisticated Investment Opportunities: What a CPWA® Professional Knows

- Portfolio benefits and risks of incorporating alternative investments
- Alternative investment strategies
- Alternative vehicles
- Alternative investment implementation
- Problems, issues, and alternative investments

### Quick Take: Why Are These Skills Important for Serving HNW Clients?

Alternatives can open the door to exclusive client opportunities. By mastering alternatives, advisors can offer exclusive opportunities, enhance diversification, and tailor portfolios to clients' sophisticated risk-return profiles, a valued offering in today's marketplace.

## PORTFOLIO MANAGEMENT

Even when keeping to traditional investment categories, the products, allocations, investment impact preferences, legalities, tax strategies, and spending habits can become quite complex with HNW clients. It's incumbent on a HNW advisor to be able to understand, calculate, and manage a multitude of specific situations.

### Complex Portfolios: What a CPWA® Advisor Knows

- Tax-aware investment strategies
- Impact of investment taxation on long-term wealth accumulation
- Tax-loss harvesting strategies
- Process of calculating after-tax return assumptions for portfolio modeling purposes
- Various characteristics of socially responsible investing (e.g., shareholder advocacy, green investing)
- Offshore entities
- Self-settled trusts

### Quick Take: Why Are These Skills Important for Serving HNW Clients?

Effective portfolio management for HNW clients requires diverse investment strategies, including hedging, tax-aware approaches, and if desired, socially responsible investing — all while optimizing returns.

## RISK MANAGEMENT AND ASSET PROTECTION

HNW individuals face unique risks — from concentrated stock holdings to business succession and litigation exposure. Managing this risk requires a comprehensive approach beyond traditional insurance and asset allocation. The CPWA® certification covers risk mitigation strategies and develops expertise in hedging techniques, advanced estate structures, and legal frameworks that shield wealth from unforeseen threats.

### Protection as a Priority: What a CPWA® Professional Knows

- Portfolio risk management
- Options hedging and portfolio impact
- Non-option hedging strategies and portfolio impact
- Liability-driven investing for individual portfolios
- Insurance coverage for unique activities and assets
- Self-insuring as a strategy
- Broad-based asset protection
- Asset protection advantages, disadvantages of legal entities
- Predator and creditor protection (e.g., trusts, entities, and 529 plans)
- Concept of fraudulent conveyance
- Income and asset protection in marriage, death, and divorce
- Transfer and protection of digital asset management

### Quick Take: Why Are These Skills Important for Serving HNW Clients?

HNW clients have an inherent need to defend their wealth from unforeseen threats and risks, such as market volatility, creditors, and legal liabilities. CPWA® advisors can help to shield clients' wealth, which is crucial for preserving family and financial security in an increasingly uncertain world. This requires mastery of insurance, trusts, and legal structures.

## LEGACY PLANNING

Legacy is more than wealth transfer — it is the preservation of values, family governance, and charitable impact. The CPWA® certification program provides advisors with expertise in advanced gifting and endowments, trust design, and estate optimization to create legacies that align with client goals and minimize estate tax burdens. Advisors learn to implement advanced gifting strategies that align with client values while minimizing tax exposure. CPWA® professionals address the financial and emotional complexities of legacy planning.

### Build Lasting Legacies: What a CPWA® Professional Knows

- Differences in public and private charities
- Rules for and taxation of donor-advised funds
- Rules for and taxation of contributions to and distributions from charitable lead trusts
- Rules for and taxation of contributions to and distributions from charitable remainder trusts
- Rules, requirements, and taxation of public and private charities and private foundations
- Unrelated business taxable income as it pertains to the taxation of the operation or investments of a private foundation
- Tax implication of charitable donations of various asset classes

### Quick Take: Why Are These Skills Important for Serving HNW Clients?

HNW families often desire to create charitable impact while simultaneously reducing their tax liability. This requires understanding the nuances of public and private charities, donor-advised funds, asset-class-specific donation rules, and various trust structures. HNW clients want meaningful, tax-efficient giving strategies that support their long-term financial and philanthropic goals.



## EXAMPLE SCENARIO

Consider a client who has accumulated substantial wealth across both taxable investment accounts and retirement plans.

A conventional advisory approach for mass-affluent clients would maximize tax efficiency during retirement — narrowly focusing on an individual during their lifetime, and tax-efficiency techniques, such as sequencing withdrawals from taxable accounts to preserve tax-deferred growth or utilizing Roth conversions to reduce future tax exposure.

In contrast, a CPWA® advisor serving a HNW client must think in decades and across generations. A comprehensive, forward-looking approach to wealth preservation requires analyzing how each financial decision impacts family members, trusts, business entities, and philanthropy over time.

### A CPWA® advisor might:

- Manage charitable giving by optimizing income tax deductions and understanding adjusted gross income limitations.
- Evaluate trust taxation, income distribution rules, and implications for multiple generations.
- Address capital gains planning, including timing of recognition, step-up in basis considerations, and implications of carried interest.
- Navigate stock option taxation and develop exit strategies for concentrated

equity positions owned by a corporate executive or shares of a closely held family business.

- Implement intra-family income shifting using family limited partnerships or grantor trusts to redistribute income and income-producing assets in a tax-advantaged way.
- Assess alternative minimum tax exposure and taxable thresholds to prevent future liabilities.
- Plan for Section 1031 like-kind exchanges, evaluating replacement property strategies and deferred gain recognition.

CPWA® advisors are trained to pull these strategic levers in alignment with each client's broader financial vision. Such nuanced, interdisciplinary analysis helps HNW and UHNW families receive more than tax savings — they get durable, flexible frameworks for sustaining wealth, purpose, and legacy.

The CPWA® certification program provides specialized technical expertise in these areas and many others\* to help you optimize wealth management strategies for HNW clients.

\*Advanced Estate & Wealth Transfer Planning, Business Succession & Exit Strategies, Philanthropic & Impact Investing Strategies, Longevity Planning for HNW Clients, Advanced Investment Management & Alternative Assets, Multi-Family Office (MFO), and Private Wealth Advisory Services.



CONCLUSION

ADVANCE YOUR PRACTICE  
AND CAREER

**START YOUR HNW  
JOURNEY TODAY**

The future of wealth management belongs to those who rise above convention. In a world where the bar for serving HNW clients climbs ever higher, specialized education is no longer a “nice to have” option. It’s essential. If you already have your CFP® certification or another foundational credential, it is clear you know this — but the competition is only getting stronger.

The Investments & Wealth Institute’s CPWA® certification program represents more than additional technical expertise; it signifies an elite, focused capability to meet the evolving, multidimensional needs of HNW clients. These clients are looking for trusted partners who can navigate financial complexity with clarity, bring security and safety to a risky, uncertain world, and help create lasting impact for their families and the community at large. They want advisors who think holistically and act strategically — those who can speak to both the spreadsheets and the human experience.

Whether it’s guiding families through generational transitions, aligning

investments with legacy, or navigating the expanding universe of private markets, CPWA® professionals own the knowledge and can deliver an unmatched blend of financial insight, strategic foresight, and empathy for the client’s life challenges and accomplishments. It’s time for you to stand out, lean in, and lead forward.

The bottom line is clear: Transitioning yourself into a bona fide HNW financial advisor requires a quantum leap of professional growth. The CPWA® certification, along with the Investments & Wealth Institute’s membership and continuing education programs, can provide the advanced knowledge, elite credentials, and networking opportunities you need to rise above your peers. These benefits all perfectly complement the skills and attributes that come with CFP® certification.

Your future clients are waiting — and they deserve the best version of you. Start your journey today. Take the next step toward becoming a premier HNW advisor — explore how CPWA® certification can unlock a whole new world of opportunities for you.

## WHAT TO DO NEXT

Check your prerequisites and apply [HERE](#)

Please contact us with any questions [HERE](#)



While CFP® certification provides a strong foundation for comprehensive financial planning, advisors who hold both CFP® Board and Investments & Wealth Institute certifications are uniquely positioned to excel.

[\*Investments & Wealth Institute Certifications: A Key Driver of Financial Advisor Success.\*](#)



## **HOW CFP® PROFESSIONALS CAN ENHANCE THEIR EXPERTISE & SERVE WEALTHIER CLIENTS**

An Investments & Wealth Institute ebook

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