



INSTITUTE OF CERTIFIED BANKERS

A Subsidiary of the American Bankers Association

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Backgrounder Certified Trust and Financial Advisor

As the largest banking trade association in the country, the American Bankers Association (ABA) seeks to empower its more than 2 million financial professionals to be preeminent providers of financial services.

In keeping abreast of industry trends and consumer demands, the ABA had identified an unfulfilled need in the personal finance arena – clients were hard-pressed to find well-rounded advisors who possessed broad-based financial knowledge and in whom they had confidence. This was in the early nineties when only a few certifications were peripherally related: Chartered Financial Analysts (CFA) focused on investment professionals, and Certified Financial Planners (CFP) and Chartered Financial Consultants (ChFC) focused on financial planning.

In 1990 ABA responded by establishing a new certification, Certified Trust and Financial Advisor (CTFA), that would streamline the process by offering clients impartiality toward products and services and a fiduciary loyalty that helped them achieve their goals and reduce their risks.

From its inception to its current mission, the CTFA designation focuses on fiduciary responsibilities in complex areas such as tax law, tax strategies, trust activities, estate planning, investment responsibilities, personal finance, business succession planning, wealth preservation, retirement planning, insurance and financial investment, economics and markets, portfolio management and performance measurement. Additionally, a CTFA practices the highest ethical standards in fiduciary, advisory, investment and business development practices.

Within the first five years of the CTFA launch, more than 2,200 wealth management and trust professionals earned the designation. Certification continues to provide a competitive edge in an increasingly complex and diversified industry.

Today, this elite group of financial professionals exceeds 3,800 CTFAs nationwide. The CTFA program is administered by the Institute of Certified Bankers, a subsidiary of the ABA. An advisory board of wealth management and trust professionals who are recognized experts in one of the CTFA knowledge areas oversees the certification.