"We should be driven by ethics as principles, not rules to be exploited for what you can or cannot get away with."

—Jean L.P. Brunel, CFA

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A financial adviser who is a CFA charterholder has devoted years to intensive study, completed at least four years of relevant work experience, and passed three rigorous examinations. The designation represents a commitment to manage a client's interests with integrity, a willingness to set forth realistic expectations that are attainable, and a fundamental belief that principles are not a luxury. They are everything.

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