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### **New Education Website Introduced for Investment Advisors**

*The Advisor Portal features content to support investment professionals*

**KANSAS CITY**—January 31, 2020—The Investment Management Education Alliance (IMEA) has introduced a new website designed to provide extensive educational content for investment advisors. IMEA is launching the ***Advisor Education Center*** at [www.advisoredcenter.com](http://www.advisoredcenter.com) in response to a growing need to support advisors by providing them access to education and information as they work with clients to reach their goals in changing times.

“We are at an inflection point, where retirement and health care funding are major economic issues and multiple products and solutions are available to investors,” says Bob Geppner, Chairman of the IMEA and an Executive Vice President at Franklin Templeton Investments. “Advisors are at the forefront of addressing these issues by delivering advice and guidance to investors. It is essential that our industry does everything possible to provide advisors the latest information and resources to help them effectively communicate with their clients and build successful practices.”

The development of the new website has been a key initiative of the IMEA’s Education Council, comprised of marketing, distribution and product leaders from member firms. “The IMEA felt it was important to provide a resource where advisors can access perspectives and thought leadership from multiple firms to help them effectively inform and educate their clients,” said Geppner. The site currently includes nearly 150 client education and practice management pieces covering such topics as Investing for Outcomes, ESG, Retirement and Wealth Transfer.

“The new website is only the first initiative in the IMEA’s commitment to advisor education,” said Kimber Lintz, IMEA Director. “The organization plans to provide access to online CE credit opportunities, conduct live regional seminars and hold education-focused webcasts. We are committed to support advisors as they help investors and in so doing, help improve best practices throughout the investment management industry.”

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*The Investment Management Education Alliance (IMEA) is a national trade association of investment management companies, dedicated to strengthening ways the investment management industry serves investors and advisors. Known for its deep roots in investor education since 1971, the organization is dedicated to informing and educating on how to use investment products to achieve important lifetime goals. IMEA members are among the leaders in the industry, offering a variety of financial products and services. This strong industry alliance is well recognized for its leadership in education, as well as its position as a thought leader and forum for executive perspective.*