

RAYMOND JAMES

# THE INDEPENDENT

CELEBRATING THE CULTURE OF RAYMOND JAMES AND ITS ADVISORS



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## Your partner in independence

While we work in an evolving industry with unpredictable markets and shifting client needs, there is one constant – Raymond James' commitment to supporting your independence and success as a financial advisor.

We believe the key to independence isn't running your business all on your own – but running it on your own terms. It's why our approach revolves around keeping you in control – helping you build the business you've always wanted using as much or as little of our support as you desire.

Our firm is made up of advisors like you who care about their clients, cherish their independence, are eager to grow their businesses, and comfortably comply with the industry's rules. Like you, these advisors are passionate about what they do – and the impact they make on their clients' lives. I am pleased to say that since the firm started keeping track in 1990, Raymond James, on a year-to-year basis, has retained 99% of the independent advisors who demonstrate these characteristics – characteristics that are the foundation of our success.

You have our full commitment to do all we can to help you build, manage and lead a successful practice your way with:

- Integrated technology tools to keep you organized and connected
- Access to expert product specialists and resources
- Practice management resources at your fingertips
- The support of a full-service, self-clearing New York Stock Exchange firm

If you're ready to begin or continue a more fulfilling future as an independent business owner, I encourage you to learn more about the advantages of affiliating with Raymond James.

Best Wishes,



**JODI PERRY**

President

*Independent Contractors Division,  
Raymond James Financial Services*



# Your office, **your way**

## Full support to build your own business

As one of the nation's largest full-service wealth management and investment banking firms not headquartered in New York, Raymond James is a company that values independence – not only for the company itself but also for the firm's 8,700 financial advisors. And nowhere is that value of independence more evident than the firm's approach to affiliation, known as AdvisorChoice.

### With you every step of the way

After all the thought and hard work that goes into the decision to partner with a new firm, the move itself may seem daunting. At Raymond James, however, you'll find one of the largest, most experienced transition teams in the industry providing support. Transitioning advisors are assigned two consultants to help smooth the move for both advisors and clients.

- Transition consultant – Home office liaison and point of contact for all things operational
- Transition technology consultant – Responsible for developing and implementing a customized technology plan

Along with these two consultants, the independent business consultant acts as a resource for questions, concerns and support during and after your transition. You'll also have your own experienced marketing account manager who will serve as a convenient, single point of contact with the Raymond James Marketing department.

Through AdvisorChoice, you can select from several affiliation options the one that best matches your professional goals and the way in which you serve clients. And since 66% of the firm's revenues are derived from Private Client Group business – the opposite of most bank-owned firms in which entire brokerage divisions make up less than 10% of revenues – Raymond James is also committed to providing award-winning tools and support to help make our advisors successful.

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- 4 Strength and stability  
Our story of profitability since 1987
  - 5 Services  
The IFS group and results-driven corporate access
  - 6 – 7 Specialized support and technology  
Dedicated teams and tools to help you thrive
  - 8 – 11 Growing and planning  
Develop professionally and plan for succession

“Our associates and resources are focused on supporting the growth and success of advisors, treating them as our clients, and helping them deliver better experiences and outcomes for their clients.”

– SCOTT CURTIS President, PCG

# Going the distance

The story of Raymond James profitability since 1987

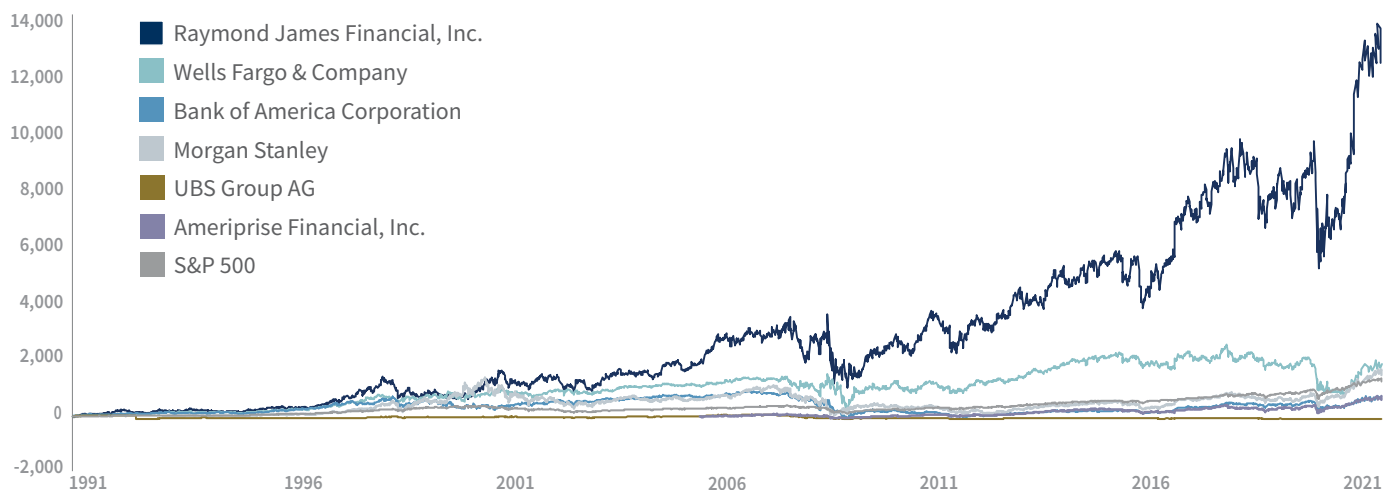
Is it possible to build profitability on a historic loss of profit? In the case of Raymond James, the answer is yes. That's because the company was able to turn what was a loss at the time to a big win in demonstrating its commitment to customer service.

When a company says it is dedicated to putting client needs first – even above those of the firm itself – you need merely look at history to prove the validity of the claim. Case in point: When the Dow plunged 508 points on October 19, 1987 – also known as Black Monday – then CEO and current Chairman Emeritus

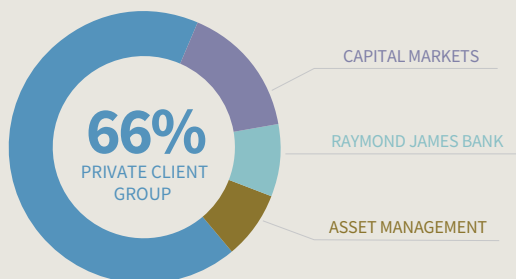
Tom James refused to close the trading desks so clients wouldn't be stuck in their positions. As a result, Raymond James sacrificed its own profitability to protect clients and preserve their assets.

Since 1987, **Raymond James has delivered 136 consecutive quarters of profitability**. The firm credits much of this performance to its client-first perspective and adherence to founding core values of professional integrity, advisor independence and a conservative, long-term approach to investing.

## STOCK PRICE



We credit much of this performance to the firm's client-first perspective and adherence to its founding core values of professional integrity, advisor independence, and a conservative, long-term approach to investing.



Total revenue by primary segments  
**\$9.8 billion**

Total net revenue shows fiscal year data ending Sept. 30, 2021

## BY THE NUMBERS

Approximately **8,700** financial advisors

More than **2x** required total capital ratio

Approximately **\$1.24 trillion** in total client assets

A-, **stable outlook credit rating** (Fitch)

**\$420 million** annual investment in technology\*

\*as of September 2021

As of 3/31/2021. Past performance is not indicative of future results. The information provided is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial stock. The S&P 500 is an unmanaged index of 500 widely held stocks. Investors cannot invest directly in an index. The analysis does not include transaction costs, which would reduce an Investor's return. A credit rating of a security is not a recommendation to buy, sell or hold the security and may be subject to review, revision, suspension, reduction or withdrawal at any time by the assigning rating agency.

# Institutional Fiduciary Solutions

Full-service investment management support

The Institutional Fiduciary Solutions (IFS) group is a team of professionals dedicated to supporting advisors in implementing a fiduciary process through a broad range of investment solutions and support services for institutional clients ranging from large organizations to small business retirement plans. The team's disciplined process adheres to well-established fiduciary standards and is backed by our firm's philosophy of conservative management. Using established resources from across the firm, IFS creates comprehensive investment solutions, including 3(21) and 3(38), from strategy development and investment research to reporting and oversight.



# Results-driven corporate access

Connecting corporations and investors through world-class research and services

As one of North America's leading full-service investment firms, Raymond James brings strategic advice and planning to every stage of the business life cycle. With big company strength and small company agility, we provide you with a full array of capital markets services through specific divisions focused on investment banking, public finance, equity capital markets and fixed income capital markets.

No matter the area you're working with, you'll find in Raymond James a partner with deep expertise and broad reach that is dedicated to integrated execution and comprehensive strategies. Research is at our core, and face-to-face connections help us keep our finger on the pulse of investor sentiment, for which we continue receiving industry recognition.

## RECOGNITION EVENTS

Raymond James hosts annual events for advisors who've reached recognition club status. We believe in rewarding financial advisors for serving their clients beyond just financial results. So when determining rewards and recognition, we also take into consideration client assets under management, net new assets and industry-related designations and/or licenses financial advisors earn through competency points during their careers.

Our recognition events are designed to reward performance excellence and to provide networking opportunities for top advisors and key Raymond James senior managers, as well as provide noteworthy education sessions at exciting locations such as the Mexican Riviera, New Zealand, Four Seasons Bora Bora, Tahiti, South Africa and more.

Your business at  
Raymond James

We want you to be comfortable that you have all the information you need to make the best decision for you and your clients. Talk to your recruiter about a customized pro forma for your practice, where you can visualize how your business will look at Raymond James or compare it to other firms you may be considering as part of your due diligence process.

# Everything you need + everything you want ...

Your clients have unique, evolving needs. So we've built a structure that supports your ability to meet all of them with precision and flexibility. From an integrated technology platform to professional development tools, our services and resources were designed with one focus – you and your practice.

## SUPPORT

### Independent business consultant

Leverage the collective success your peers have enjoyed in creating their own practices. Drawing from each past experience, your consultant offers you a full range of services, from helping you select the right business model to securing office space, acquiring technology, payroll services and health insurance.

### Transition team

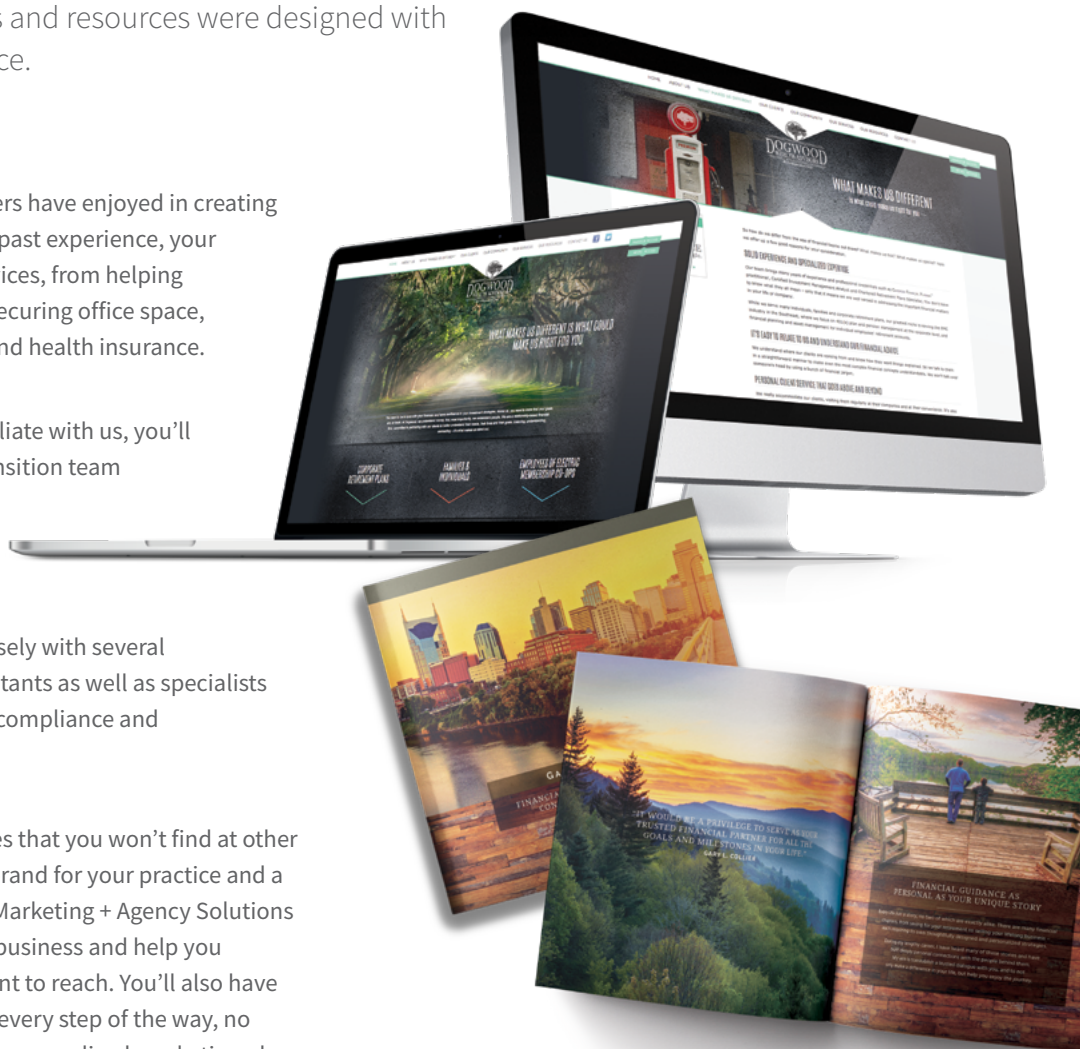
As soon as you make the decision to affiliate with us, you'll be paired with a trained, responsive transition team to support your every step – including on-site. A single point of contact, your hands-on team is your liaison, connecting you with the appropriate contacts across the firm. You'll work closely with several expert transition and technology consultants as well as specialists in registrations, operations, marketing, compliance and advisory services.

### Marketing

Two things you'll find at Raymond James that you won't find at other firms – the freedom to create a unique brand for your practice and a team to help you build it. Our in-house Marketing + Agency Solutions team will take time to understand your business and help you connect with the audience you most want to reach. You'll also have your own account manager to help you every step of the way, no matter if you're seeking a new logo or a personalized marketing plan.

### Social media

Incorporate social media into your practice with full, compliant access to social media platforms such as LinkedIn, Facebook and Twitter, and tools to measure engagement. You can create your own posts or pull from a library of up-to-date, compliance-approved content.



## What's in a brand?

*The industry-renowned, full-service team of Raymond James Marketing + Agency Solutions can help you build your own brand with the help of in-house professionals.*

@ Learn more at [raymondjamesmarketing.com](http://raymondjamesmarketing.com)

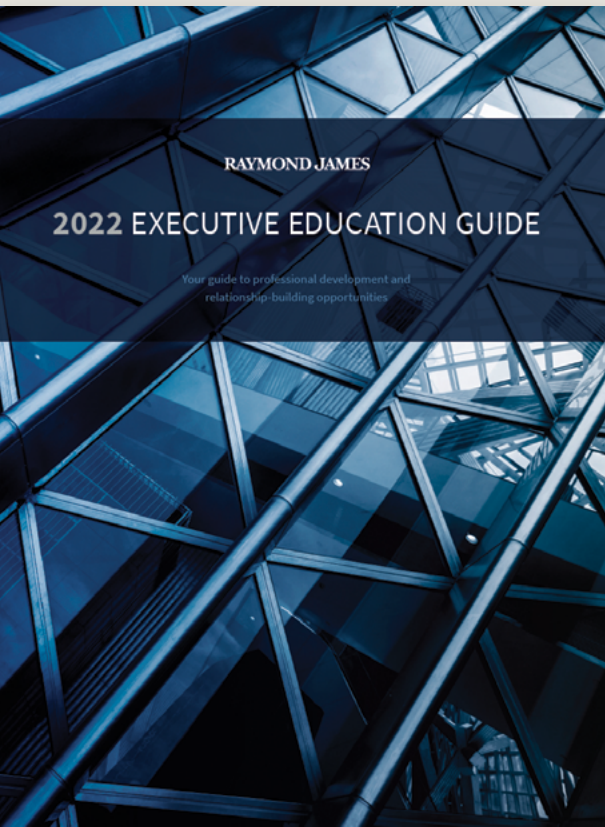
## And then some.

While some might have us think the robo-advisor trend could make our profession obsolete, Raymond James feels nothing is further from the truth – the value of high-quality advice is a differentiator and will continue to be.



@ Take a tech tour today @  
raymondjamestechtour.com

- ▶ **eSignature:** This secure document management service makes it easy to electronically sign nearly all Raymond James forms.
- ▶ **Intuitive client and account management:** The industry-renowned Client Center application combines all your client and account information in one place along with the functionality you need, including: trading, activity review, performance, client net worth, money movement, report generation and access to CRM and financial planning.
- ▶ **Robust client reporting:** A wide array of fully customizable client reports allow for presentation and review materials tailored to your clients' needs. The ability to save your custom settings, schedule report generation and choose from a variety of delivery options will save time and make your office more efficient.
- ▶ **Complete mobile office:** Anything you can do at your desk you can do on your favorite Apple, Android or Microsoft tablet. This includes easy access to your email, calendar and contacts on all of your mobile devices. And if you have an iPhone or iPad, the Advisor Mobile app provides key practice, client and account information, including production data, client birthdays, holdings, activity, charts and reports. You can even dictate your notes on the go.
- ▶ **Goal Planning & Monitoring:** Powered by MoneyGuidePro, our dynamic financial planning software provides an interactive and engaging experience for clients. Recent enhancements include: insurance analyzer, Social Security maximizer as well as cost and inflation estimators for housing and healthcare.
- ▶ **Account aggregation:** Your clients can enroll external assets and liabilities from more than 10,000 institutions and enable automated daily updates. They have access to the consolidated information in the client portal, and the external account data will also be available to you in client reporting and financial planning.
- ▶ **Vault:** As part of their portal, your clients will have the ability to upload and store important documents such as wills, POAs and trust agreements. This shared storage space is a convenient and secure means to collaborate with your clients. You can easily upload reports and documents for their review.
- ▶ **Client Access:** A digital platform that connects advisor-centric technology with collaborative and client-facing digital tools, putting the advisor-client relationship at its center while focusing on greater automation, increased sophistication of offerings, and more collaboration between advisors and their clients.
- ▶ **Portfolio management:** Customizable product proposals, powerful research, model management and robust trading features like rebalancing, security swaps and trade to target enable you to create a scalable and repeatable portfolio management process.
- ▶ **And more, including:** Powerful practice management dashboards and reports to help you run your business and access to Thomson ONE with real-time quotes via optional subscription.



# Onward and upward

Professional development is key

You'll find many chances to grow your knowledge at Raymond James. Whether through large-scale opportunities, such as our annual conference, or tailored courses geared toward practice or investment management strategies, you can take advantage of programs that focus on:

- ▶ **Practice management**  
Aids in creating and maintaining a successful practice through improving your services and processes, as well as business planning and marketing.
- ▶ **Investment management**  
Technical and centered on investment process topics.
- ▶ **Wealth management**  
Addresses client segment needs or specific planning strategies. Designed to improve your subject matter expertise, these programs all form part of the Raymond James Institute of Finance. Many qualify for CFP®/PACE, COE/COPA, IMCA/CIMA® and state insurance continuing education credits.
- ▶ **New advisor training**  
The Raymond James Advisor Mastery Program is a comprehensive educational program designed specifically for advisors new to the industry.
- ▶ **Branch support and professionals**  
Recognizing the value that these critical roles play for you and in your clients' lives, we've designed educational programs for these professionals.

## Private client banking Quick and cost-effective access to capital

As a financial planning firm with a bank, not vice versa, Raymond James has capped revenue that can be gained by our bank – a notable difference within our industry. While you won't find a bank driving our financial planning firm, you will find cash and lending solutions to provide to your clients, including securities based lines of credit and mortgages that won't disrupt your clients' investment strategies.

Additionally, you will receive compensation on referrals for securities based lines of credit and corporate loans, which is just one more differentiator that comes with being part of our firm.\*

\*Advisors are compensated 25 basis points (one-time) for loan referrals based on total funded loan amount at closing, subject to local license requirements.

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Investments & Wealth Institute™ (The Institute) is the owner of the certification marks "CIMA" and "Certified Investment Management Analyst." Use of CIMA and/or Certified Investment Management Analyst signifies that the user has successfully completed The Institute's initial and ongoing credentialing requirements for investment management professionals.





## ELEVATE

### National Conference

An annual gathering to elevate performance and business

To help independent advisors thrive in today's investment

business world, Raymond James Financial Services hosts ELEVATE, an annual national conference – where advisors connect with peers and firm leaders, expand their knowledge and explore new ideas.

At ELEVATE, creativity is always key, and advisors have the opportunity to share ideas with peers and benefit from myriad presentations by industry partners and various departments across the firm. Sessions, panels, TED Talks and more shed light on everything from technology and professional development to compliance, supervision, interest rate sensitivity and variable annuities.

Additionally, newly transitioned advisors are on hand to answer inquiries by those hoping to gain insight into our culture through prospective advisor sessions and mini versions of the home office visits held at our international headquarters in St. Petersburg, Florida. President Scott Curtis and CEO Paul Reilly carry on the tradition of answering candid questions from advisors during our annual Town Hall.

To learn about this past national conference and everything ELEVATE has to offer, please visit [rjelevate.com](http://rjelevate.com).



“It was the best two days we could’ve ever spent in the recruiting process.”

– JOE TAYLOR, Senior Investment Advisor and Managing Director of The Avenue Wealth Management Group

## Private wealth

Meeting the unique needs of high-net-worth and ultra-high-net-worth clients is a practice that requires continuous agility and an uncommon depth of support. Through a platform of coordinated products and strategies and a coalition of key professionals, Raymond James works to help advisors deliver both.

Our private wealth solutions offer support to advisors and clients across five critical wealth management disciplines and coordinate teams of skilled experts – including private wealth consultants,

credentialed attorneys, portfolio strategists and more – to create strategies tailored to each set of circumstances and outcomes that help grow your business.

### ELEVATED STRATEGIES TO MEET COMPLEX NEEDS:

#### ESTATE AND CHARITABLE PLANNING

A full suite of trust services including philanthropic and planned giving strategies

#### INTERGENERATIONAL WEALTH STRATEGIES

Support and expertise from longevity planning to family governance

#### INVESTMENT MANAGEMENT STRATEGIES

A wide range of investment options, including customized private market investments

#### CASH MANAGEMENT AND LENDING

Private banking, liquidity solutions and white-glove service for significant purchases

#### RISK MITIGATION AND MANAGEMENT

Customized insurance solutions for unique situations, document management and more

# Investment management simplified

Your single source for managed accounts and fee-based platforms

Raymond James Asset Management Services (AMS) offers you and your clients a variety of sophisticated platforms, strategies and hands-on support. Our more than 300 associates do the legwork so you don't have to, from sophisticated investment management to creating and providing customized investment strategies for your clients.



Learn more at [rjfreedom.com](http://rjfreedom.com)

Deepen your success through your regional AMS team

## AMS provides access to resources, including:

- Competitive study of your current business
- Preapproved marketing materials
- Professional development opportunities with continuing education credits
- Outside manager program to establish or maintain accounts with off-platform money managers

## Build client relationships through:

- Informational meetings with AMS experts. These “fireside chats,” held in an informal setting, can help you establish new business relationships or introduce current clients to managed accounts.
- Sophisticated investment management. Founded on proven investment principles, strategies include forward-looking asset allocation portfolios and advanced manager research techniques.
- Customized client proposals. Easy-to-digest, attractive proposals incorporate your logo and branding, and innovative investment

## Institutional Consulting Services

The ICS team supports institutions in the delivery of all aspects of investment consulting – from strategy development and investment research to reporting and oversight. These investment professionals assist in the management of investment processes, as well as the implementation of appropriate investment strategies customized for nonprofits, foundations, endowments, corporations, family offices and insurance companies.

## High-caliber programs

### Managed strategies

- Raymond James Consulting Services (RJCS): Separately managed accounts with rigorous due diligence in selecting and retaining managers.

- Dual-contract outside manager program (OSM): Consider making your predecessor separately managed account available through this asset-based, wrap-fee program if certain managers aren't available within RJCS.
- Boutique investment managers: Access to specialized managers that may not be available at your current firm.
- Multiple discipline accounts: Manager-driven allocations and separately managed account selection.
- Freedom portfolios: Fee-based, professional asset management on a fully discretionary basis. Conservative to aggressive and specialized portfolios feature investment options including UMA (mutual funds and separately managed accounts), mutual funds, exchange traded funds (ETFs) and hybrid options (blend of mutual fund and ETFs).

### Fee-based advisory

- Ambassador accounts: Offering an alternative to per-trade transaction charges, there is no limit on how often trades may be made under this fee-based advisory program. Financial advisors have access to client-approved quarterly performance reports, which include gain/losses of investments, portfolio asset allocation and time-weighted portfolio performance data.
- Advisory Consulting: Since its inception, Advisory Consulting has collaborated with many accomplished advisors firmwide to develop a unique approach to portfolio review. Drawing on the insights of top producers, AMS experts and research areas across the firm, this team of investment analysts and consultants provides comprehensive, sophisticated portfolio evaluation services designed to help you build stronger, smarter solutions.



## It's time to plan for yourself the same way you plan for your clients

“What are your long-term goals?” It's something you ask your clients every day.  
**Now, it's time you ask yourself.**

Wherever you are in your career and whatever your vision for the future, you'll find everything you need to plan for your next step right here at Raymond James with our Succession Planning & Acquisitions group.

### FOR THE RETIRING ADVISOR

As an independent advisor at Raymond James, you'll enjoy access to extensive support and resources, which leads to yet another distinct advantage – the ability to leverage a team of experts to help you create a succession strategy designed to protect your assets and build your legacy when you're ready to retire.

Creating the plan that will help retire and pass along your business on your terms is vital – and not simply for you. You have your family, your staff and your clients to consider. With you and them in mind, we assembled a team of expert consultants,

qualified to help you effectively monetize the equity in the business you've built and develop a thoughtful succession plan to ensure your business will continue under the care of an advisor you've handpicked.

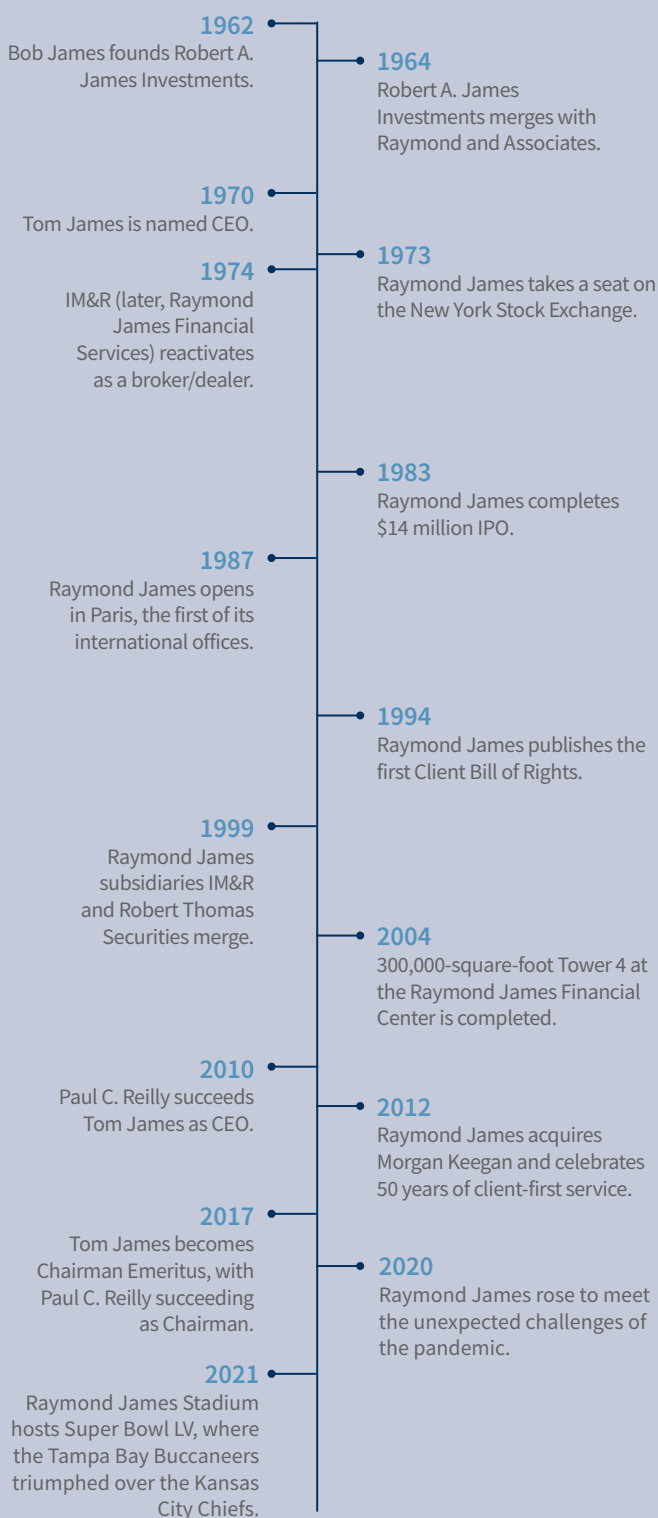
### FOR THE SUCCESSOR ADVISOR

If you and your business are still in growth mode, the opportunity to acquire the business of a retiring advisor could be an ideal way to gain momentum – and build on the legacy of a peer whose professional style and personal values you share.

To help you pursue growth in the way that makes sense for you and your business, Raymond James offers assistance in teaming with retiring advisors, building a smooth transition plan and financing the acquisition of a practice.

# Raymond James Timeline

A history of strength and trust



THE RAYMOND JAMES  
Financial Advisor  
Bill of Rights

You own your client base, including the right to sell it.\*

You develop and operate your practice with our assistance, not constraints.

You're free to work with your clients, without regard to account size or asset levels, while respecting existing Raymond James advisor-client relationships.

You have access to world-class resources and personalized attention from a firm that puts the focus on you.

You can count on our financial strength to support your business, even when the marketplace is challenging.


You benefit from the stability of our firm, a public company traded on the New York Stock Exchange.

You are never influenced to do anything that's not in your clients' best interests – no sales quotas, account size restrictions or product pushes designed to influence decisions.

You're entitled to enthusiastic support from associates throughout the Raymond James organization.

You will be fairly compensated, and can expect a consistent pay schedule with straightforward, transparent commission architecture and no holdbacks on dealer allowances.

\*Certain qualifications apply.



Intuitive tools. Take-anywhere connectivity. Integrated digital systems.  
Just a few of the ways our technology can power

# *YOUR BUSINESS*

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From powerful financial planning software to mobile tools you can take on the job (wherever the job takes you), Raymond James gives you the freedom to not simply leverage a technology platform, but to make it your own.

**RAYMOND JAMES**  
LIFE WELL PLANNED.

ADVISOR USE ONLY

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