

RAYMOND JAMES

# Who is Raymond James?

We are a different kind of financial services firm, built on a foundation of client-first service.

## WE'RE WHO WE ARE BECAUSE OF YOU

Raymond James has always been a different kind of financial services firm – one that embraces long-term planning, values methodical decision-making and remains focused on what matters most: **YOU**.

Since our founding in 1962, Raymond James has focused on financial planning to help individuals reach their goals. We believe that when it comes to your money, there is no substitute for a carefully considered, disciplined investment approach that addresses your unique financial picture. That's why our first priority is to establish an open and trusting rapport in an effort to discover what you need – and want – your money to do for you and your family. From there, we develop a tailored financial plan designed to help you get where you want to go. In short, our specialty is providing financial service that begins and ends with you.

## ABOUT RAYMOND JAMES

Raymond James is a publicly traded, global company with distinct business units that serve a variety of clients. Headquartered in St. Petersburg, Florida, we have grown into one of the largest independent financial services firms in the United States. And, more than 57 years after our founding, we remain true to our core tenets of conservatism, independence, integrity and client-first service – laying the groundwork for financial strength and stability.

Raymond James was the **first** in the nation to publish its **Client Bill of Rights**, setting the standard for the industry.

In **2019**, Raymond James was recognized with the **Technology Innovation** Award for the seventh consecutive year by the Bank Insurance & Securities Association for the firm's commitment to technology-based **solutions and advancements**.<sup>1</sup>

## WORKING WITH YOUR FINANCIAL ADVISOR

As a client, you benefit from our in-house research and the knowledgeable guidance of an extensively trained, experienced financial advisor who will work to:

- **Understand your needs** – The process begins with getting to know you and your family while gathering information about your current situation, concerns and long-term goals.
- **Design a comprehensive plan** – Your custom financial plan is created, factoring in your time horizon and risk tolerance.
- **Implement your plan** – Your advisor puts your plan into action while working with other relevant professionals, such as a Raymond James specialist or your attorney or CPA, as needed.
- **Manage your plan** – Your financial plan is designed to evolve with you. Financial planning is an ongoing process and it's essential to monitor the progress of your investments within the context of your goals, adjusting as necessary.

## CHOOSE WELL

Whether you're working with a financial advisor for the first time or trying to find a better fit, you deserve a knowledgeable partner you can trust with the management of your hard-earned wealth. At Raymond James, you have your choice of experienced financial advisors prepared to serve as your trusted partner and consultant. Even more, our clients benefit from comprehensive wealth planning services that rival even the largest brokerage firms – but with the family-friendly culture we've fostered for more than five decades.

## RAYMOND JAMES BY THE NUMBERS\*



APPROXIMATELY **8,100**  
financial advisors



**129** CONSECUTIVE  
quarters of profitability



APPROXIMATELY  
**\$774 billion**  
in total client assets

\* As of 03/31/2020

# RAYMOND JAMES®

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<sup>1</sup>The Bank Insurance & Securities Association (BISA) Technology Innovation Award is designed to recognize leadership in the advancement of the financial services industry's products, services and platforms through technology innovation. This award highlights companies for their commitment to advancements in technology-based solutions for the industry. Candidacy for the 2019 Technology Innovation Award is limited to products launched in 2018 and is open to BISA Leadership members, as well as Associate and Associate Plus members. The award is not representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its financial advisors pay a fee in exchange for this award. BISA is not affiliated with Raymond James.

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