RAYMOND JAMES

VOLUME 3

PRIDE PERSPECTIVES

A newsletter for LGBTQ+ financial advisors and allies

BUSINESS OF PRIDE SYMPOSIUM

The 3rd annual Raymond James Business of Pride Symposium took place in St. Petersburg, Florida.

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JON COHEN

Family man, financial advisor, advocate, ally – Jon Cohen is the latest Pride Financial Advisors Network council member.

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AMY SMART

Managing Director and Cleveland Columbus Complex Manager Amy Smart knows how much of a difference it makes when someone’s got your back.

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Pride Financial Advisors Network

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ON THE COVER (L to R): Advisory Council members Tom Hake, Susie Bewell, Marta Shen, Amy Smart, Lynne Wright, Jon Cohen, Bernardine Perreira, Fred Elledge, Samantha Trebesch and Josh Charles.

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A bridge between inclusivity and financial planning

The **3rd annual Business of Pride Symposium** took place June 28-30, 2023, at the Raymond James headquarters in St. Petersburg, Florida. The event brought together LGBTQ+ advisors and allies to share experiences, perspectives and a wealth of professional knowledge. Our attendees gathered in person for three days of networking, informative sessions, inspirational speakers and fundraised for PFLAG, an organization that supports, educates and advocates for the LGBTQ+ community. Year over year, we're energized to see the symposium evolve and continue to make a meaningful impact for LGBTQ+ financial professionals and clients across the globe.

▲ BEST PRACTICES

The Advisor Best Practices Panel is a widely anticipated staple across our Advisor Inclusion Networks symposiums. The theme tackled by our panel at this year's Business of Pride Symposium was thriving as your authentic self. Our panel of talent from across the firm, moderated by Kelly Dunne, senior relationship manager of Advisor Inclusion Networks, included:

- Joshua Charles, CFP®, ChFC®, CLU®, ADPA®, CEP®, CLTC®, WMS, AIF®, Branch Manager, Financial Advisor, Raymond James Financial Services
- Karen Coyne, CFP®, President, Clarity Planning; Financial Advisor, Raymond James Financial Services
- Chris Fils, CFP® MBA, Chicagoland Complex Manager, Raymond James & Associates
- Ed Sudzina, Eastern Michigan Complex Market Executive, Raymond James & Associates

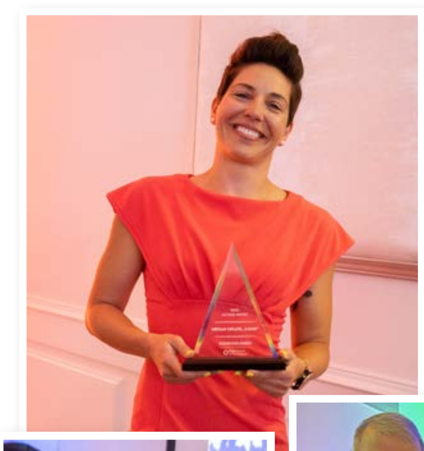
From the discussion and questions asked, our attendees received a mix of practical strategies to implement in their businesses and approach to client service.

◄ TOWN HALL

We were delighted to bring several members of our firm's leadership team together to answer questions and share valuable updates about the exciting initiatives on the horizon at Raymond James.

INSPIRING SPEAKERS

We welcomed two fantastic keynote speakers. Justin Unga, vice president of Strategic Initiatives at the Human Rights Campaign, drew from his extensive policy and campaign background to share practical insights. Model, TED speaker and transgender rights advocate Geena Rocero shared her multifaceted perspective about sense of self and navigating life in an honest and authentic way.



AWARD WINNERS

As in each year prior, we took the opportunity at our symposium to recognize and celebrate the recipients of our annual awards for their successes and dedication to their profession and the people they serve.

- Ascend Award winner: Megan Miller, RJA
- Ally Award winner: Jon Cohen, RJA
- Beacon Award winner: Lynne Wright, RJA

Ascend Award – This inaugural award recognizes a financial advisor with less than seven years of experience who exemplifies the qualities to support the next generation of LGBTQ+ clients.

Ally Award – This award goes to a person who does not identify as being part of the LGBTQ+ community, but actively supports and advocates for LGBTQ+ individuals and issues.

Beacon Award – This award goes to the financial advisor who demonstrates leadership in support of the Pride Financial Advisors Network and the LGBTQ+ financial advisory community at large.

Congratulations, and thank you all for your commitment!

INSIGHTFUL SESSIONS

Our attendees benefited from several educational sessions. In addition to seminars featuring Raymond James home-office resources, a range of topics were covered, including succession planning, cybersecurity, marketing and leading with authenticity.

- Leading with intention and building an inclusive brand: a moderated Q+A panel that took a deep dive into what it means for businesses to be truly inclusive.
- Leading with values to help clients achieve impact through investment vehicles: a session that explored the distinct life experiences of LGBTQ+ clients and how advisors can best position themselves to resonate with the people they serve in a meaningful and impactful way.
- Planning strategies to address client needs on both sides of the balance sheet: a panel session that explored the intersection between inclusion and financial planning. This lively discussion provided an abundance of useful takeaways and thought starters.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, CFP® (with plaque design) and CFP® (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Raymond James is not affiliated with Justin Unga or the Human Rights Campaign.

TOGETHER WE THRIVE

The Pride Financial Advisors Network welcomes advisors, clients, prospects and allies who champion the LGBTQ+ community. Our Business of Pride Symposium is a valuable reminder to recognize the challenges and celebrate the wins. We extend a hearty thank you to all who joined us!

SAVE THE DATE

June 12-14, 2024 | St. Petersburg, Florida

4th annual
Business of Pride Symposium

We look forward to seeing everyone at the fourth annual Business of Pride Symposium hosted by the Raymond James Pride Financial Advisors Network.

For more information, please email PrideFinancialAdvisorsNetwork@raymondjames.com.

Q+A

USING THE SPOTLIGHT FOR GOOD

An interview with **Jon Cohen**

JON COHEN, AWMA®
Managing Director
Branch Manager

Advisor Jon Cohen has made an impact on his clients' lives for over 35 years, helping them work toward their financial goals and their dreams. Now he's setting his sights on making an impact as a Pride Financial Advisors Network councilperson as an ally, supporter and advocate for the LGBTQ+ community.

We spoke with him about his inspiration to become the first ally to serve on the network's leadership council – and what being an ally means to him.

Q. Why were you interested in serving on the network council?

I've been a longtime ally. It started in childhood because I grew up with a gay uncle and a gay aunt. I spent a lot of formative years with them. They were outspoken advocates for the cause in the '70s, marching in the streets, before it was accepted. When I spent time with them, I would say, "They're the same as everyone else. Why don't people accept them?" They were in loving relationships, had great friends. They were artistic, creative and smart. I've always paid attention to the community because I had them in my life.

When it hit even closer to home was when my child, born a daughter, came to me and my wife saying she needed to tell us something very important. What she told us was that she is a nonbinary, trans male. This was quite shocking. The term nonbinary was not even something I ever heard or was aware of. I immediately Googled it. She was born Gabriella, and they are now Ian. They are a drummer in a band and all their friends call them they. So, for me, as a parent, being an ally is very important. It's about helping the community thrive and be inclusive. And the parents have an impact, which is why I've become passionate about a charity that helps children who don't have that support.

Q. Tell us more about your charitable efforts.

One of the charities I work with is the Ali Forney Center in New York; I proudly serve on the board. It helps LGBTQ+ homeless youth by offering transitional housing for about 2,000 kids annually. These are kids, primarily between the ages of 16 and 25, who were kicked out of their houses for coming out to their parents. The Ali Forney Center gives them a place to stay, feeds them, gives them a community of support and love. They also have an education program that aims to prepare these children for being part of the workforce. Incredibly, this program has a 75% success rate of graduating from the program and beginning their own independent lives (versus an average of 25% success rate from homeless shelters).

Q. How do you think the Pride Financial Advisors Network will be affected by having an ally as a councilmember?

This is an all-inclusive group, so me being on the council as an ally shows that allies matter. Being an ally, it's not for me to tell them how to run their community. But speaking from an ally point of view, I want to have a lot of allies supporting the community. I still hear things from people outside the community that are discriminatory. And I might observe things differently than those who are part of the community. My goal is to have the majority of people in our firm publicly displaying that they are allies.

Q. What are some ways allies can show their support?

In my email signature, it says Pride Financial Advisor Network with the flag. I tell clients and prospects that I'm a supporter, that I have a family member who's part of the community and it's important for me to show them support. By adding that to your signature line, it signals to the community that you understand them and their needs. I'm aware of how advising a client in a same-sex relationship might be distinct. Especially the trans community, many are afraid to go to doctors because they fear judgment. I think that same thing applies as a financial advisor. There may be clients who are reluctant to share that they are in the LGBTQ+ community for fear of being judged.

Q. Why is it important for companies to help lead the way?

I'm going to give you my personal story. When I was in college, I thought I was going to work on Capitol Hill or be a professional baseball player. I watched the movie "Wall Street" and said, "Wow, I want to go work on Wall Street and make a lot of money." But you realize pretty quickly that if you are in this business just for the purpose of making money, your career is going to be very short. You take notice that all the high-performing advisors across the firm aim to make a positive impact on people's lives. Our opportunity to do that is financially, but it's not about us making money. It's about trying to help clients live their dreams, accomplish their goals and support their families. It boils down to doing the right thing.

The natural extension of this for the firm is doing the right thing for advisors and employees, which is creating an environment where people can thrive, live their best life possible and achieve their dreams – unfettered by discrimination. I think it's important because it helps us do our jobs, knowing that there is a very strong backing by the firm. The top of the firm supports inclusion. I love working here because it says a lot about the people. If people are open-minded, inclusive and supportive of everybody living up to their potential and not afraid of expressing who they are, then we're going to recruit the best people on the planet. All successful people in this business think that way; they think about improving others' lives, not just the ones that look like you and talk like you.

> "It's about trying to help clients live their dreams, accomplish their goals and support their families. It boils down to doing the right thing."
>
> – JON COHEN

ADVISOR SPOTLIGHT

Acceptance and progress

AMY SMART
Regional Director
Mid-American

Amy Smart is committed to driving change.

Put yourself in her shoes: You join your brother-in-law's growing financial advisory practice. He starts introducing you to all his clients. One, who knows the family, asks which brother you're married to – except you're not married to a brother, you're married to a sister. And when your brother-in-law says such, the client's face turns bright red.

That, precisely, was Amy's experience. One of her first introductions to a client, in fact.

"I'm feeling bad for my brother-in-law at this point," Amy said. "Because this is a large client. He's doing everything he's been told to do. 'Add diversity to the team. Hire a woman.' But was this going to cost him his client? I wasn't hurt or upset for myself. I was sad and scared for him. I wondered what this meant for us moving forward. Was he going to take the risk again and put me in front of another client?"

Her brother-in-law's response: "The business isn't worth having if they can't accept you."

But this wasn't a one-time experience for Amy. She's grappled with whether she should bring her spouse to a work event or correct a client when they apologize for keeping her from getting home to have dinner with her husband.

But Amy's not standing back and hoping for a change in the world, in acceptance. She's empowering the LGBTQ+ community to firmly and unapologetically take their place in financial services.

INSPIRING CHANGE

"It's a business where our communities are changing," said Amy, a member of the Pride Financial Advisors Network's leadership council. "The people we serve are changing. The money is starting to transition to a more diverse community. It's not quite transitioned yet … 2030 or 2035 should be the peak of it.

"You'll have people inheriting wealth who might come from a family with multiple divorces or interracial marriages, people that come from different backgrounds, ethnicities, or maybe they were married to a man and now they're with a woman."

Amy makes the point that the advisors who understand the needs of these clients will be most attractive to this generation. She affirms that advisors must open their minds to people and families who may look different than clients they've served in the past. These people have wealth and want an advisor who understands them.

"Being a financial adviser is about bringing value to your client. In many cases, it's not at all about how a stock is doing."

Amy says she believes that clients want someone who cares about their life and wants to help them accomplish their goals. This is why Amy is so committed to effecting change in the profession.

Throughout her career, she took on leadership roles because "it was so important that diversity, women and LGBTQ+ had a place at the table. I want them to be visible in whatever office, whatever boardroom they're standing in. It's good for the firm and the evolution of leadership to have more diversity, but it's also saying to every single person that sees me that they can be me."

A PERFECT FIT

When Amy joined Raymond James in 2021, she knew from day one she landed in the right place.

"My first day was also the first day of the virtual Business of Pride Symposium," she said. "So my whole first week at Raymond James was spent watching this virtual pride symposium, which was pretty cool. I get this big welcome box with all this pride stuff. It was heavenly."

It was the most perfect way to be welcomed into the firm, Amy said, adding that she wants to make sure others understand what a supportive environment they could have at Raymond James.

"I want people to realize they can work in a place that has better resources than they have now," she said. "They can actually be happy and like their job again – because of who they work with, the temperament of the leadership and progress of the firm."

She's witnessed other firms talk the talk about diversity and pride. But it's another thing to actually walk the walk.

"Raymond James is better because we invest a lot of money in educators, curriculum designers and professionally designated coaches to run the development programs," Amy said. "During the pandemic and the economic crisis, other firms cut their programs. Raymond James hasn't cut; we have actually expanded."

In addition to her efforts with the Pride Financial Advisors Network, Amy proudly serves on the firmwide diversity, equity and inclusion advisory council. She takes her service seriously and is committed to contributing to progress within the firm, financial services and the world around us – so no one else has to experience what she did being introduced to her very first client.

"I want people to realize they can work in a place that has better resources than they have now. They can actually be happy and like their job again – because of who they work with, the temperament of the leadership and progress of the firm."

– AMY SMART

Network happenings

▼ **Raymond James advisors and associates came together during St. Pete Pride in June 2023.**

▼ **Members of the Miami Complex participated in the Miami Beach Pride Parade.**

HOME OFFICE RESOURCES

Admin Extension

From scheduling meetings to executing business goals, Admin Extension is committed to helping advisors run and grow their business.

The Admin Extension (AdminExt) team provides dedicated support that feels like a true extension of the team. With proficiency across Raymond James applications and Practice Management insights, AdminExt will enhance the client experience and help you achieve your business goals. Whether you are looking to maintain or grow your business, the AdminExt team is primed to benefit subscribing advisors and their clients from day one.

AdminExt is a solution when the branch is in need of short- to medium-term coverage (three-month minimum), or when the branch has a longer-term need (three months and beyond). AdminExt is also available for advisors transitioning to Raymond James (12-month minimum engagement).

The scope of services provided are exactly what you would expect from a branch associate, from establishing, reviewing and maintaining client accounts to helping you achieve your business goals.

Search AdminExt on RJnet to learn more.
Contact adminextension@raymondjames.com with questions.

SCOPE OF SERVICES

OPERATIONAL EXCELLENCE

Use Raymond James technology to enhance branch efficiencies and the client experience while establishing, reviewing and maintaining client accounts.

CLIENT SERVICE & ENGAGEMENT

Provide seamless client service and deepen client relationships with a Service 1st attitude.

BUSINESS GROWTH & RISK MANAGEMENT

Drive practice growth through marketing efforts and use of key applications, while identifying opportunities or risks that are important to the practice.

Mark your calendar

4th annual Business of Pride Symposium
June 12 – 14, 2024
St. Petersburg, Florida

Summer Development Conference
July 16 - 21, 2024
Orlando, Florida

30th annual Women's Symposium
September 25 – 27, 2024
Tampa, Florida

CHAMPIONING MEANINGFUL CHANGE

Whether you're a like-minded advisor, advocate or ally, the Pride Financial Advisors Network of Raymond James invites you to join us in paving the way for meaningful change. Let's all move forward – together.

For questions, ideas or to get involved, please email us at **PrideFinancialAdvisorsNetwork@raymondjames.com**.

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Find us on RJnet by searching **PFAN**.

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Advisor Inclusion Networks

Women Financial Advisors Network

Black Financial Advisors Network

Pride Financial Advisors Network

Veteran Financial Advisors Network

INTERNATIONAL HEADQUARTERS: THE RAYMOND JAMES FINANCIAL CENTER

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