RAYMOND JAMES FINANCIAL
PRIVATE CLIENT GROUP

Raymond James International Headquarters in St. Petersburg, Florida

Founded in 1962 and a public company since 1983 (NYSE: RJF), Raymond James is a Florida-based diversified holding company with subsidiaries engaged primarily in investment and financial planning (The Private Client Group), in addition to investment banking, asset management and commercial banking. PCG is comprised of Raymond James & Associates, Raymond James Financial Services, Raymond James | Morgan Keegan, Raymond James Ltd. (Canada) and Raymond James Investment Services Ltd. (U.K.). Through these principal broker/dealers and subsidiaries, Raymond James has more than 6,500 financial advisors serving 2.4 million accounts in 2,600 locations throughout the United States, Canada and overseas. Historically, PCG is responsible for roughly 65% of the firm's annual revenues.

Each broker/dealer offers financial advisors the opportunity to match their career goals to a wide range of business models – traditional employee, independent employee, independent contractor, independent registered investment advisor (RIA) and bank/credit union-based advisor. Each channel offers a distinct combination of support and independence. Learn more at advisorchoice.com.

BROKER/DEALERS & SUBSIDIARIES

Raymond James & Associates
- Represents traditional and independent employees
- 1,300 advisors in 170 branch offices and 40 satellites

raymondjames.com/rja

Raymond James | Morgan Keegan
- 60 branches
- 1,000 advisors (employees)

morgankeegan.com

Raymond James Ltd. (Canada)
- 90 branch offices in all provinces
- 450 financial advisors (employee & independent)

raymondjames.ca

Raymond James Investment Services Ltd. (U.K.)
- 80 affiliated offices throughout the U.K.
- 250 advisors (stockbrokers, investment managers and wealth managers)

rjis.co.uk

Raymond James Financial Services
- Independent contractors and bank/credit union-based advisors (FID)
- 3,200 advisors in 1,400 branches and 570 satellites

raymondjames.com/rjfs

Raymond James Financial Services – Financial Institutions Division
- 200-plus financial institutions
- 600 advisors

rjfsfid.com

Raymond James Financial Services – Investment Advisors Division
- 100 offices
- 275 registered investment advisors

rjfsiad.com

Data is approximate as of April 2, 2012

RAYMOND JAMES®

SERVICE AND PRODUCT SUPPORT AREAS

Raymond James offers many services and resources to support the diverse needs of advisors and their clients. More than 3,000 professionals here at the home office stand ready to help.

Asset Management
- Institutional-quality portfolio options for individual investors

Client Experience
- Works to improve individual client interactions with the firm

Compliance
- Comprehensive support and supervision to assist advisors

Correspondent & Clearing Services
- Acts as liaison between correspondent firms and Raymond James operations departments

Equity Research
- Covers nearly 1,100 companies in eight industry sectors

Fixed Income
- Assists advisors in designing well-diversified fixed income portfolios for their clients

Information Technology
- Flexible and reliable technology solutions and services to support advisors
- More than 800 information technology associates
- More than $200 million per year invested in developing technology solutions for advisors

Practice Intelligence
- Helps advisors increase the effectiveness, profitability and enjoyment of their practices

Practice Planning & Acquisitions
- Support for independent advisors
- Succession planning, practice benchmarking, valuation consulting, merger and acquisition consulting, and financing

Investment Banking
- Provides a comprehensive range of financial advisory services, including public equity offerings, mergers & acquisitions, private equity and corporate debt and restructuring
- Full spectrum of investment banking and equity capital markets services

Mutual Fund Marketing & Research
- Provides objective, comprehensive open-end mutual fund research and related resources to help advisors

Private Client Group Education
- Education, training and workshops for advisors and branch professionals

Raymond James Bank
- Full-service bank
- Lending and FDIC-insured deposit accounts

Raymond James Insurance Group
- Provides insurance and annuity products and services
- Licensing, continuing education, sales support, full-service processing, due diligence

Raymond James Marketing
- A partner in effectively marketing advisor practices
- Industry experience, agency results

Raymond James Network for Women Advisors
- 600 women financial professionals in all 50 states
- Provides support and resources to women advisors by offering educational, networking and business development opportunities

Raymond James Trust
- Professional trust sales assistance, trust education, reliable and accurate trust client data collection and reporting services, and trust investment advice and administration
- Living trusts, charitable remainder trusts, life insurance trusts, specialty trusts and IRA rollover trusts

Retirement Solutions
- Products, services and tools specifically designed for advisors to help clients with retirement

Wealth Solutions
- A consultative resource for advisors focused on targeting and servicing the high-net-worth segment ($5 million-plus in investable assets)

INTERNATIONAL HEADQUARTERS: THE RAYMOND JAMES FINANCIAL CENTER
880 CARILLON PARKWAY // ST. PETERSBURG, FL 33716 // 727.567.2824 // RAYMONDJAMES.COM