

RAYMOND JAMES

September 1, 2023

FOR IMMEDIATE RELEASE

TTU Alumnus Matt Brown Earns Certified Financial Planner™ Certification

COOKEVILLE- For nearly a decade, Matt Brown has been at Raymond James Financial Services (RJFS) specializing in general wealth management, but recently he added to his growing resume of accomplishments by attaining his Certified Financial Planner™ certification, or CFP®, which is the financial planning profession's global standard of excellence.

In 2021 and 2022 Brown was named to Raymond James Executive Council placing him among the top 1000 producing advisors at Raymond James.* His team was also named to the 2023 Forbes Best-in-State Wealth Management Teams list.* Adding the CFP® certification sets Brown even farther apart in the Upper Cumberland as he can now provide an even higher caliber of expertise and financial guidance for affluent investors and their families.

CFP® certification is the most rigorous certification in the industry. Individuals must pass the comprehensive exam consisting of financial, tax, estate, and retirement planning; investment management; and insurance. Additionally, one must show immaculate adherence to the CFP Board's code of ethics, must pass a thorough background check, and must commit to completing annual continuing education programs.

Brown said, "Over the past year I had to study over 200 hours in preparation for the CFP®, but I love my job and want to be the best in the business at what I do. Earning this designation deepens our knowledge, and better positions us to handle even more complex planning for the families we serve."

Securities offered through Raymond James Financial Services, Inc. Member FINRA/SIPC. Investment advisory services are offered through Raymond James Financial Services Advisors, Inc. Address: 304 N. Washington Ave., Cookeville, TN 38501 Phone: 931.520.0778

*The 2023 Forbes ranking of America's Top Wealth Management Teams Best-In-State, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 4/1/2021 to 3/31/2022 and was released on 01/12/2023. Advisor teams that are considered must have one advisor with a minimum of seven years of experience, have been in existence as a team for at least one year, have at least 5 team members, and have been nominated by their firm. The algorithm weights factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 8,000 team nominations, 2,860 advisor teams received the award based on thresholds. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please see <https://www.forbes.com/lists/wealth-management-teams-best-in-state/?sh=659dc83376f2> for more info.

* Council Membership is based mainly on assets under management, education, credentials and fiscal year production. Re-qualification is required annually. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of an advisor's future performance. No fee is paid in exchange for this award/rating.

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 does not provide tax or legal services. Please discuss these matters with the appropriate professional.