

RAYMOND JAMES

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FOR IMMEDIATE RELEASE

MATT BROWN NAMED TO FORBES' LIST OF BEST-IN-STATE TOP NEXT GENERATION WEALTH ADVISORS 2023

COOKEVILLE-Matt Brown, CFP® of Branch ADG at 304 N. Washington Avenue was among the Raymond James-affiliated advisors named to the Forbes list of [Best-In-State Top Next Generation Wealth Advisors](#). The list recognizes advisors from national, regional and independent firms.

Forbes' Top Next Generation Wealth Advisors Best-In-State ranking, developed by SHOOK Research, started in 2017 when they started looking for up-and-comers under 40. With an average tenure of 12 years, these advisors are eagerly sought by the industry to best serve families. These seasoned advisors have lived through various market cycles and their strong family relationships- often with two to three generations- position them among the best wealth management has ever seen.

The award 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 3/31/22 to 3/31/23. Over 42,000 nominations were received and nearly 4000 individuals were considered for the Next-Gen ranking. Brown was one of only 19 financial advisors from Tennessee to be named to the list.

Brown said "We are thrilled to be able to bring this recognition to the Upper Cumberland. Our team works hard to try and do what's right, and serve our customers to the best of our ability. We are looking forward to being able to do more for our customers as we continue to look at new ways to expand our services. Thank you to all of our customers that allow us to work with you and your families."

About Raymond James Financial Services

Raymond James Financial Services provides tailored financial advice for a life well planned. Their clients, representing a wide range of ages and occupations, are all unique in their goals, needs, and financial situations. The comprehensive financial planning they provide is designed to bring a sense of order and organization to one's life, while also striving to achieve one's goals and dreams. For more information, visit <https://www.raymondjames.com/mattbrown>.

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Securities offered through Raymond James Financial Services, Inc. Member FINRA/SIPC. Investment advisory services are offered through Raymond James Financial Services Advisors, Inc.

The Forbes Next-Gen Wealth Advisors Best-In-State rankings, developed by SHOOK Research, is based on an algorithm of qualitative criterion, mostly gained through telephone and in-person due diligence interviews, and quantitative data. Those advisors that are considered are under 40, have a minimum of four years' experience, and the algorithm weighs factors like revenue trends, assets under management, compliance records, industry experience and those that encompass the highest standards of best practices. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK receive a fee in exchange for rankings. The Research Summary (as of August 2023) included: 42,108 nominations for all rankings, based on thresholds, 22,874 invited to complete online survey, 17,996 telephone interviews, 3,859 in-person interviews at advisors' location, 1,487 virtual interviews and 3,738 individuals considered and 1,464 individuals won the Next-Gen ranking. This ranking is based upon the period from 3/31/22 to 3/31/23 and was released on 8/8/23. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. For more information go to <https://www.forbes.com/lists/best-in-state-next-gen-advisors/?sh=166061825fc3>.