



304 Family Wealth  
RAYMOND JAMES

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FOR IMMEDIATE RELEASE

## **MATT BROWN NAMED TO FORBES' LIST OF BEST-IN-STATE TOP NEXT-GEN WEALTH ADVISORS 2024**

**COOKEVILLE**-Matt Brown, CFP® of 304 Family Wealth 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.

In 2017, Forbes' and Shook Research started looking for up-and-comers with the Next Gen rankings, focusing on advisors under the age of 40. These seasoned advisors have lived through multiple market cycles while deepening their relationships with clients which positions them to be some of the best wealth management has ever seen. The 2024 list features 1,621 top professionals who collectively manage nearly \$3 trillion in assets and were born in 1985 or later, with a minimum of four years of experience as a financial advisor.

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 3/31/23 to 3/31/24. Over 45,000 nominations were received and over 4000 individuals were considered for the Next-Gen ranking. Brown was one of only 18 financial advisors from Tennessee to be named to the list and the only advisor to represent Cookeville.

Brown said, "Being named #2 to this prestigious list is something our office is very proud of. We don't serve our customers for the awards, but it is always nice to be recognized for doing things the right way. We love serving this community and hope to continue being a part of the success and growth of the Upper Cumberland!"

### **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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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. Neither Forbes nor SHOOK receive a fee in exchange for rankings. Compensation provided for using the rating. The Research Summary (as of August 2024) included: 45,996 nominations for all rankings, based on thresholds, 24,832 invited to complete online survey, 21,368 telephone interviews, 5,176 in-person interviews at advisors' location, 1,545 virtual interviews and 4,081 individuals considered and 1,621 individuals won the Next-Gen ranking. This ranking is based upon the period from 3/31/23 to 3/31/24 and was released on 8/8/24. 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>