RAYMOND JAMES

SUMMER 2024

BFANCONNECTION

An annual newsletter from the Black Financial Advisors Network

BFAN SYMPOSIUM

The 2024 BFAN Symposium, the network's 10th annual event, was more than just a milestone – it was a celebration of empowerment and achievement.

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LEADERSHIP PROFILE

For Alex David, landing at Raymond James – and the BFAN symposium – felt like coming home.

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NETWORK ADVISOR SPOTLIGHT

Elliott Johnson's story is a testament to the power of networking and bearing witness to success.

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Black Financial Advisors Network

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Empowerment unleashed:
A decade of connection and progress

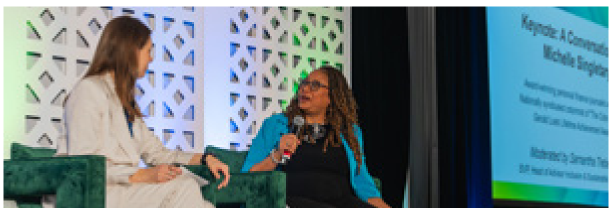
It's been 10 remarkable years since the inception of the Black Financial Advisor Network Symposium (BFAN). As we gathered once again, this time at the stunning Vinoy resort in St. Petersburg, Florida, the air buzzed with anticipation. Our 10th annual event, held from February 21-23, 2024, promised to be more than just a milestone; it was a celebration of empowerment.

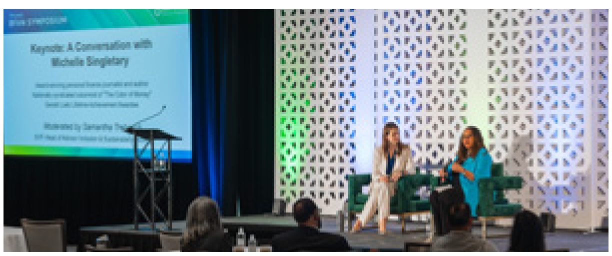
We welcomed dynamic speakers and 183 engaged attendees to this year's symposium. In our three days, we made new connections and inspired each other to continue the progress we've made – in our profession and beyond.

AWARDS THAT MATTER*

BFAN's coveted awards recognized outstanding contributions to the Black community. These accolades weren't handed down from above; they were based on nominations by peers who witnessed firsthand the impact of these remarkable individuals.

- **Beacon:** Crystal Alford-Cooper, CFP®, CDFA™, CRC®
- **Community Impact:** Camille York Adrien, CFP®, CDFA®, AAMS®
- **Ascend:** Delroy Parkinson, MBA®, AAMS®





MICHELLE SINGLETARY: ILLUMINATING PATHWAYS

Our keynote speaker, **Michelle Singletary**, captivated us with her wisdom in her fireside chat with Samantha Trebesh, Head of PCG Advisor Inclusion Networks and Sustainable Investing. As the author of "The Color of Money" – a nationally syndicated personal finance column – she shared insights on navigating financial crises and finding peace.

Her books include:

- "What to Do With Your Money When Crisis Hits: A Survival Guide"
- "The 21-Day Financial Fast: Your Path to Financial Peace and Freedom"

EMPOWERING SESSIONS AND ACTIONABLE TAKEAWAYS

There were a variety of sessions that kept attendees engaged and inspired. From learning through peers' experiences and hearing from motivational speakers, the audience walked away feeling empowered to grow their businesses and positively impact their communities.

Double Your Productivity in 90 Days: Coauthor of the bestselling book, "The Game: Win Your Life in 90 Days," **Sarano Kelley**, shared his system for breaking old habits and implementing accountability tracking in your everyday life to help you attain your goals.

INSIGHTS FROM THE TOP

During the **Town Hall**, Raymond James executives took the stage, answering live audience questions and sharing exciting developments. Their transparency and commitment reaffirmed our collective purpose.

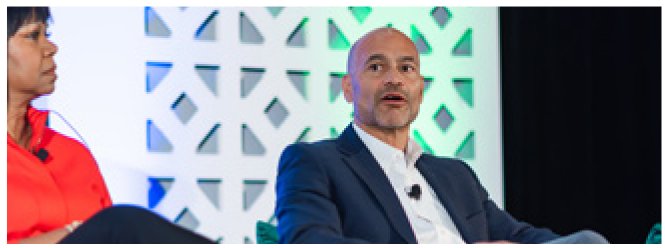
*This ranking is an internal recognition and is not based in any way on the individual's abilities in regards to providing investment advice or management. The recognition is not representative of any client's experience, is not an endorsement by Raymond James, and is not indicative of advisor's future performance. No fee is paid in exchange for this recognition.

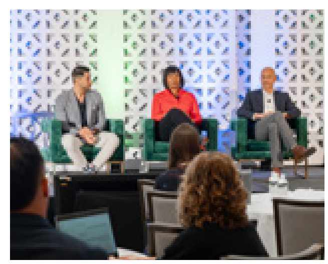
Aligning Wealth and Values: In this session we learned about charitable planning and sustainable investing techniques that we can bring clients looking to leave a meaningful legacy. Presented by Nicole Hisler, SVP, Director of Charitable Solutions; Roger Fakes, SVP, Director of Business Development; and Grace Bernhardt, Director, Sustainable Investing.

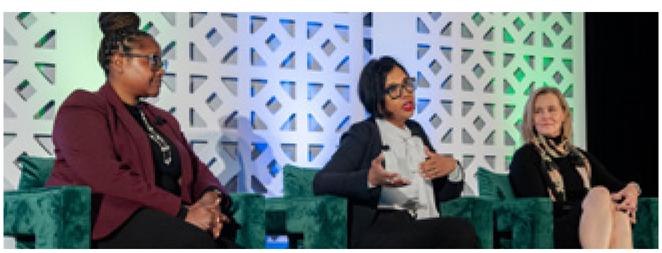
Enriching Your Wealth Management Offering: During this session we dove into key aspects of a high-net worth client service model and discussed the comprehensive approach and strategic solutions that resonate with this client base. Presented by Theresa Bursey, VP Practice Management & Coaching; Enayat Oliver, VP, Banking Consultant, Private Client Banking; Aaron Harris, VP Internal Wholesaling, Insurance Solutions; Tim Brady, Private Wealth Consultant.

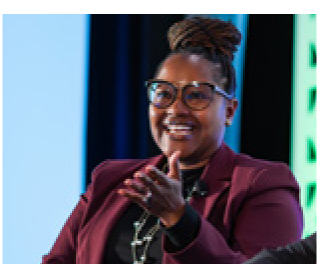
INSIGHTFUL PANELS: NAVIGATING SUCCESS AND DIVERSITY

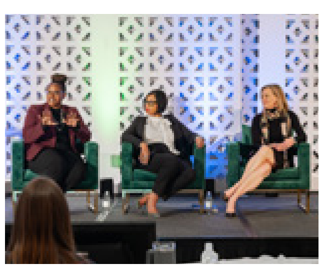
The **"Best Practices"** panel is always the highlight of the symposium, and this year was no exception. We gleaned some great takeaways from highly successful panelists who spoke to growing their practice from years of experience. Panelists: Lynne Henning, RJA, TN; Hans Asoera, RJA, VT; Elliott Johnson, RJFS ICD, WA











Our second panel, **"Attracting and Hiring Diverse Talent"** shared the firm's strategy for attracting diverse talent and the vision for recruiting as we strive to expand our business. Panelists: Jodi Perry, Head of Advisor Recruiting Marshella Pounds, Manager, HR Campus Recruiting, Business Advising Dr. Katrice Albert, Vice President for Institutional Diversity, University of Kentucky

Entrepreneurial **spirit** and unwavering **support**

Alex David joins Raymond James and finds a place he can call home

"It was a homecoming," Alex David, said of the Black Financial Advisors Network (BFAN) symposium. "I was high-fiving folks and hugging folks and there were smiles and almost-tears. It was amazing."

Alex recently joined Raymond James as northeast division director for the independent contractor division of Raymond James Financial Services, his start date a mere two weeks before the 10th annual BFAN Symposium in February. But he's been around the industry for decades and was excited to get to know his now-colleagues in a new setting. The energy was reciprocated.

When fellow BFAN attendees asked, "What took you so long to join us?" Alex joked, "I took the scenic route."

After a storied career in wealth and asset management, Alex found himself looking for a place to call home, a place that really felt like home. He wanted a firm just as passionate as he is about supporting small business owners, and ultimately, it had to be a place that he could picture himself staying at until retirement.

Raymond James is that place.

INDEPENDENTS, FORGE ON!

Alex has always been attracted to small business ownership. (He's even owned a couple small businesses himself.)

"The United States was built on this thing called small business ownership," Alex says. "It wasn't until hundreds of years after we were formed that we started having these large corporations. I think it's a very important characteristic of who we are as a nation."

Alex's passion for small business ownership and entrepreneurship in general is what drew him to the independent channel and, ultimately, Raymond James.

"Day to day, that's exactly what I do, I help the existing advisors, who are small business owners, grow. Then we try to stand up other independent advisors, and I just think it's the coolest thing ever," he says.

Alex noticed something different about Raymond James from the start. He says one of the most unique benefits for advisors is that, even in the employee channel, if the advisor thinks there's a better fit for their practice, they can take their clients with them. That's unheard of," Alex comments. "That typically only exists on the independent side of the business. The fact that would exist on the employee side of the business is rather unique and points to the idea that entrepreneurship courses through the veins of Raymond James."

INVESTING IN THE BLACK COMMUNITY

Attracted to Raymond James for the entrepreneurial spirit and support of independents, Alex says the firm's approach to inclusion helped "seal the deal."

"We're very serious about supporting our Black, African-American advisors and professionals. And when I found that out, it was a layup of a decision to join Raymond James," Alex says.

He goes on to say that not all firms put forth the investment to support diversity and inclusion efforts like Raymond James does.

"The fact that this was the 10th anniversary tells me that, year in and year out, in good markets and bad markets, good economies and bad economies, tight budgets and full budgets, Raymond James has been consistent in our commitment to the African-American community," Alex says. "And you just don't see that across our industry."

NETWORK ADVISOR SPOTLIGHT

Elliott H. Johnson

While some people might not encourage becoming an advisor at too young an age, Elliott Johnson has reasons for advising the exact opposite.

Shortly after arriving at his second Black Financial Advisors Network (BFAN) Symposium, Elliott Johnson mingled among the large group of attendees as the event got underway. That's when he spotted someone special.

Across the room was an advisor with whom Johnson had once conversed at a different conference, and whose message had made an impact on him. Not just because the advisor was Black, but because of his impressive work ethic and resulting successes. Johnson immediately pointed the advisor out to his wife, grabbed a drink and strode nervously across the room.

"At first he didn't remember who I was," Johnson says. "But I made sure he knew how much he had inspired me." As fate would have it, this year both men were among those presenting on the mainstage, and have since turned inspiration into friendship.

> "I had to talk to 100 people in order to get 10 maybes, and keep talking with the 10 maybes to get one yes."
>
> – ELLIOTT H. JOHNSON

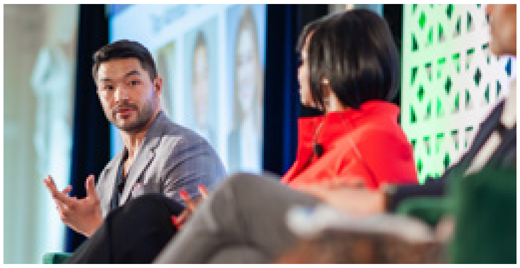
Over the years, his friend's impactful words have done more than just help shape Johnson's own success as an advisor. The experience led to a genuine desire to pay it forward. "If my story can do for others what his did for me, it would mean a lot," he says. And when you consider Johnson's story, its potential for impacting practically any young or future advisor becomes quite clear.

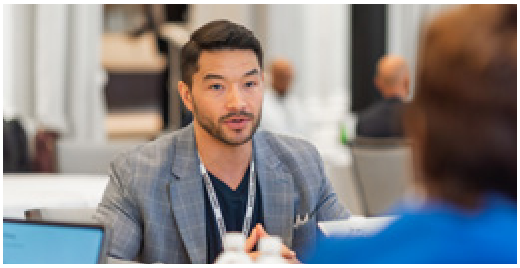
When Johnson was 14 years old, his father became a financial advisor and found success relatively quickly. This took hard work, of course, which Johnson observed and took careful note of. Then, at the young age of 25, Johnson set out to do the same as the newest advisor in town. How? By knocking on doors and refusing to give up.

"It was tough," Johnson says. "I had to talk to 100 people in order to get 10 maybes, and keep talking with the 10 maybes to get one yes."

And so it went, with more clients turning to Johnson's growing practice through more of his hard work making contacts. Johnson was young, not yet married and had no kids, which meant not having significant financial obligations. "For me that was an advantage," he says. "I wasn't burdened by great pressure to perform in terms of income. But I still wanted to fill my dad's shoes."

Today, Johnson stands out as one of the highest-earning independent advisors at Raymond James, despite being relatively young.





Elliott pictured with his fellow panelists at the 10th annual BFAN symposium.

> "BFAN is a community. I absolutely love it and have benefited so much from being a part of it."
>
> – ELLIOTT H. JOHNSON

While his practice, based in Anacortes, Washington, serves clients in a variety of ways, there are two types of appointments Johnson favors the most. "The first is when I meet with someone and let them know they can indeed retire," Johnson says. "Just verbalizing it helps. But when I actually show them … and prove it to them … that kind of appointment is a lot of fun." He also mentions that clients often work even longer due to their confidence and new curiosity about what else they might add to their retirement picture."

Johnson's other favorite appointment revolves around estate planning. "I love making the plan as clean as it can possibly be," he says. "To have all of the beneficiary designations updated, and keep them that way, is a big deal." Johnson talks about how the kids of an elderly client who has passed away are often the most thankful for his assistance. "Despite the difficult circumstances, we strive to effect the transfer process in a positive way and help it go smoothly."

When it comes to the BFAN, Johnson can't say enough, starting with calling it much more than a network. "BFAN is a community," he says. "I absolutely love it and have benefited so much from being a part of it." He also believes BFAN's growth is not only inevitable, but will also come quite naturally.

"Diversity is growing," Johnson says. "Not only in terms of mixed couples and mixed kids, but also the mixing of finances. This means Black people and other minorities are going to have a more significant portion of the wealth over the next five to 10 years." Elaborating further, Johnson also sees the number of minority advisors increasing over that same period. "As the country becomes more diverse, it's going to get easier for us to succeed."

What would Elliott Johnson tell young people thinking about financial advising as a career? Now he really smiles. "I would encourage them to consider it … to do it … and to seek good mentors." He also advises not being afraid of starting at the bottom and working hard, especially before you have big financial obligations, like family.

"You could be up, running and successful even by the time you're 30," Johnson says. "But you won't have that opportunity unless you start as a younger advisor."

BFAN HAPPENINGS

2024 FUNDING THE DREAM

Funding the Dream is an educational program featuring speakers from Raymond James in partnership with All Hart Foundation on funding for small businesses. The three-part series kicked off in March 2024 with Raymond James General Counsel **Julia Richardson**. The second event, which took place in May, featured **Kennie Taylor, Sr.**, and part three took place in July featuring **Teddy Thompson** of Raymond James Bank.

2023 SEE IT, BE IT ROLE MODELS

Financial advisor **Solitaire Dasher-Smiley** was named one of InvestmentNews' See it, Be it Role Models for 2023 in April.

2023 AMERICAN COLLEGE'S CONFERENCE OF AFRICAN AMERICAN FINANCIAL PROFESSIONALS

BFAN was proud to be a corporate sponsor of the August 8, 2023 event, which included a presentation from **Chris Fils** and **Elijah Lares** on financial resolutions for 2023 and how together we can build a framework for reclaiming Black wealth.

2024 AAAA WIIN CONFERENCE

Chris Fils and **Nancy Olazack** attended and engaged with women of color as part of QuadA's first women-focused conference June 19-20, 2024 in Chicago.

2023 IGNITE YOUR WEALTH JOURNEY

BFAN hosted a fireside client event for the Tampa Bay community on how to ignite your personal wealth journey March 10, 2023. The featured speakers were **Cedric Nash,** author and millionaire mentor and **Marquez Valdes-Scantling**, NFL Wide Receiver.

2023 ASSOCIATION OF AFRICAN-AMERICAN FINANCIAL ADVISORS' 2023 VISION CONFERENCE

BFAN council member **Lynne Henning** was a panelist on the significance of succession planning in preserving family wealth September 14, 2023. **Elijah Lares**, **Christine Mills** and **Camille York Adrien** were among the 50 Under 50 award winners at the conference.

2023 29TH ANNUAL WOMEN'S SYMPOSIUM

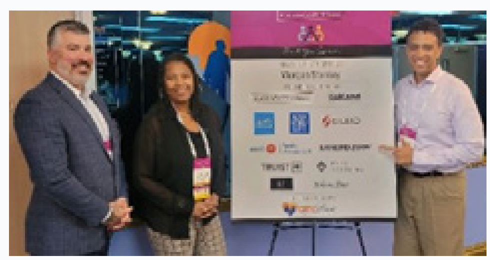
Lanta Evans was featured as a mainstage speaker on the advisor best practices panel during the event, which took place September 27-29, 2023 in Orlando.

2024 ELEVATE NATIONAL CONFERENCE

Crystal Alford-Cooper was a panelist in the "Understanding Your Client Diversity Footprint" breakout session. During the conference, held April 28 to May 2, 2024, BFAN members met together for a time of fellowship and best practice sharing over cocktails and dinner.

2023 THIRD ANNUAL BLACK WEALTH SUMMIT

D. Crystal Alford-Cooper, CFP®, CDFA™, CRC®, **Russell Ballew**, CFP® spoke about financial resolutions tailored to empower Black business owners and their families and shared actionable strategies to help you manage your wealth with confidence and competence. The event took place October 27, 2023.



2023 REDEFINING THE COLOR OF WEALTH

BFAN was a corporate sponsor of **Redefining the Color of Wealth**, a program by The Refinery: A Social Exchange February 10, 2023. The event was a safe space for conversation, support, and healing for the Tampa Bay community. As part of the sponsorship, financial advisor **Camille York Adrien** was a panelist on the economic outlook for black women and wealth, which highlighted the challenges with access to capital, the impact of relationships on wealth for women of color, and the connection between mental health, spirituality and wealth.

RESOURCE SPOTLIGHT

Become a **Private Wealth Advisor** and take your practice to the next level

The Raymond James Private Wealth Advisor program is a valuable opportunity for advisors who want to expand their focus on the high-net-worth and ultra-high-net-worth space to deepen their knowledge and refine their skills to serve the complex needs of this unique clientele. Those who successfully complete the program earn the distinguished internal Private Wealth Advisor (PWA) designation.

The full program offers the skill development and knowledge needed to specialize in prospecting and servicing HNW clients over the course of nine months. Participants are required to make three visits to the home office, where they'll learn about the firm's capabilities from our Private Wealth partners, engage in complex client scenarios and network with their peers.

Advisors must complete a capstone project in which they meet with a prospect to communicate their value proposition and present their proposed strategy, both of which are graded by subject matter experts.

To qualify for the program, advisors must have at least 10 years of industry experience and at least 15 households at $2.5 million.

For advisors with more than $100 million derived from clients with $10 million+ in AUM or the CPWA® or CWS® designation or a prior firm designation or at least 15 households (non-institutional) at $10 million, we offer an accelerated track to earn the PWA designation.

Search **Private Wealth Advisor Progam** on RJnet to explore resources, connect with a consultant and start outlining your long-term career plans.

Mark your **calendar**

2024 Conference of African American Financial Professionals (CAAFP)
August 12–14, 2024 | Atlanta, Georgia

2024 VFAN Annual Meeting and Valor Golf Tournament
September 5–7, 2024 | Palm Harbor, Florida

2024 AAAA V.I.S.I.O.N. Annual Conference
September 11–13, 2024 | Arlington, Virginia

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

THE RAYMOND JAMES

Financial Advisor Bill of Rights

You own your client base, including the right to sell it.*

You develop and operate your practice with our assistance, not constraints.

You're free to work with your clients, without regard to account size or asset levels, while respecting existing Raymond James advisor-client relationships.

You have access to world-class resources and personalized attention from a firm that puts the focus on you.

You can count on our financial strength to support your business, even when the marketplace is challenging.

You benefit from the stability of our firm, a public company traded on the New York Stock Exchange.

You are never influenced to do anything that's not in your clients' best interests – no sales quotas, account size restrictions or product pushes designed to influence decisions.

You're entitled to enthusiastic support from associates throughout the Raymond James organization.

You will be fairly compensated, and can expect a consistent pay schedule with straightforward, transparent commission architecture and no holdbacks on dealer allowances.

*Certain qualifications apply.

BUILDING A BETTER TOMORROW

The Black Financial Advisors Network has helped establish Raymond James as the destination of choice for Black financial advisors seeking a place where they are welcomed, supported and celebrated in their success.

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

Follow **#RJBFAN** on LinkedIn and X.

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

RJBFAN.COM

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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Nominees for the **InvestmentNews Diversity & Inclusion See it Be it Role Models Award** must currently be working as financial planners, registered representatives or registered investment advisers, or as industry professionals in a role that supports financial advisers. Judges will consider demonstrations of leadership, business achievements and examples of being a role model or inspiring others from diverse backgrounds to succeed in the financial advice profession. InvestmentNews received 35 nominations in the category and selected 10 individuals for the See it Be It Role Models Award. Each role model has at least 10 years of experience in the industry. This ranking is based upon the period from 01/01/2022 to 12/31/2022 and was released on 04/17/2023. This ranking is not based on the services/advice offered by our financial advisors. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating nor is Raymond James affiliated with InvestmentNews.

The **2023 Association of African American Financial Advisors 50 under 50** recognizes and celebrates influential Black/African American financial advisors, planners, consultants, and operations/administrative executives in the financial services industry. Approximately 68 nominations were received and 50 were honored based on their accomplishments, contribution to the industry, leadership and promise. These individuals exhibit a dedication to professional development and continued learning, are actively involved in the B/AA community through volunteerism and affiliations with various nonprofit organizations, and have demonstrated upward professional growth in their respective careers. Time period upon which the rating is based is from 1/1/2022 to 12/31/2022, and was released on 9/14/2023. This ranking is not based in any way on the individual's abilities in regards to providing investment advice or management. 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. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. The Association of African American Financial Advisors is not affiliated with Raymond James.