

## Starting your own RIA

A checklist for establishing true independence

---

Although creating an RIA can seem intimidating, the Raymond James RIA & Custody Services (RCS) team is committed to taking the guesswork out to help you succeed in kicking off and transitioning your new business. This list of considerations offers perspective on the many ways that our team is the right partner to help support and guide you through starting your own RIA.

---

### BUSINESS GOALS

- Determine the products and services you'll offer.
- Evaluate infrastructure needs.
- If maintaining commissionable business, consider where it will be housed.

### LEGAL GUIDANCE AND COMPLIANCE SUPPORT

- Interview third party compliance consulting firms to better understand the RIA setup process and ongoing compliance.
- Secure legal counsel to guide the transition process.
- Establish business ownership and advisory model.
- Evaluate E&O insurance providers.
- Assess existing contracts for non-compete/non-solicitation clauses.
- Consider the financial benefits of moving your practice.

### TECHNOLOGY

- Perform a technology demo with Raymond James to understand the fully integrated and mobile technology package.
- Consider third party technology needs, such as CRM, portfolio management system, financial planning software, etc.

### BUSINESS TRANSITION

- Review and choose a custody partner that can best support your RIA's business needs.
- Create a timeline for your transition.

- If going hybrid, evaluate and choose a friendly broker/dealer.
- Work with your Raymond James Transitions team to conduct training and implementation of the transition strategy (60-90 days prior to your join date).
- Develop a client communication strategy.
- Evaluate your existing accounts and securities to establish transferability, considering proprietary securities, collateralized loans, alternative investments and special billing requirements.

### INFRASTRUCTURE

- Analyze options for real estate and procure office space if needed.
- Build out and obtain equipment for office infrastructure (you have the option to order hardware through your Raymond James technology consultant).
- Assess and implement a competitive compensation and benefit plan for your employees.
- Estimate startup costs and ongoing cash-flow needs.

### MARKETING

- Develop the unique brand, identity, look and feel of your new firm (Raymond James Marketing + Agency Solutions offers extensive full-service and turnkey support).
- Create marketing materials – a website, brochures, business cards, fliers, etc. – that represent who you are.

---

INTERNATIONAL HEADQUARTERS: THE RAYMOND JAMES FINANCIAL CENTER  
880 CARILLON PARKWAY // ST. PETERSBURG, FL 33716 // 800.248.8863 // RAYMONDJAMES.COM