

RAYMOND JAMES

EMPOWERMENT

CREATE THE REGISTERED INVESTMENT ADVISER (RIA) PRACTICE YOU'VE ALWAYS ENVISIONED



The freedom to follow your own path

As we work to navigate the ever-changing landscape of the financial industry – with its unpredictable markets and evolving client needs – there is one constant you can count on: Raymond James’ commitment to supporting your freedom and success as an independent RIA.

Since our founding in 1962, we’ve dedicated ourselves to putting people, planning and principles first. Over six decades later, our focus still lies in giving advisors the support they need to deliver the exceptional service clients deserve. And it’s this same ethos that guides our approach to true independence.

We believe following your own path doesn’t mean running your business all on your own – but running it on your terms. Designed to champion your entrepreneurial objectives, our RIA & Custody Services division gives you the control to build the business you’ve always envisioned, using as much or as little of our support as you desire.

Our firm is home to countless RIAs who care about their clients, cherish their independence, strive to grow their businesses, and comfortably comply with industry guidelines. Like you, these RIAs are passionate about what they do and the impact they have on their clients’ lives.

I am pleased to say that since we started keeping track in 1990, Raymond James has had less than 1% regrettable advisor attrition firmwide – a testament to our dedication to ensuring our advisors’ continued success and satisfaction.

When you decide to partner with us, you’ll have our full commitment to do all we can to help you build and lead a thriving practice your way, with:

- A partnership free from retail conflict, meaning you won’t have to worry about competing loyalties or pressure to push certain products
- Dedicated transition consultants to help you manage and execute each element of your move
- Unbridled access to our entire product platform and suite of industry-leading tech
- The support of a full-service, self-clearing New York Stock Exchange firm

Whether you wish to continue or to begin a more fulfilling future as an independent business owner, I invite you to learn more about the advantages of partnering with Raymond James.

Sincerely,




GREG BRUCE

Head of RIA &

Custody Services (RCS)

- 5 Strength and stability
Our story of profitability since 1987
- 6 – 10 Featured product strategies
- 9 Services
Results-driven corporate access
- 11 Growing and planning
Develop professionally and plan for succession



“Here, you don’t have to choose between having support and having independence.”

– GREG BRUCE
*Head of RIA &
Custody Services*





Welcome to the best of both worlds

YOUR VISION BACKED BY OUR SUPPORT

You value independence, integrity and putting clients' interests first. These are also the founding values of Raymond James. Through AdvisorChoice, our personalized approach to partnership, you have the ability to match your professional goals to the model that's right for you, each offering a distinct combination of support, independence and flexibility. The RIA & Custody Services department is dedicated to helping you make the right decision for you and your business.

If RIA & Custody Services at Raymond James is the right fit, then you will be pleased to see our dedication to welcoming and championing independent RIAs. Through our holistic offerings – from innovative fee-based programs to a custom-tailored service experience – you'll find in us a partner whose overarching aim is to help you pursue your definition of success. Together, we'll work to grow your practice while helping you deliver a client experience like no other.

WITH YOU EVERY STEP OF THE WAY

After all the thought and hard work you've put into partnering with a new custodian, the move itself might seem like a daunting prospect. But it doesn't have to be – especially when you have one of the largest, most experienced transition teams in the industry guiding you through it. To best support you through this new chapter, we'll start by assigning you two dedicated consultants.

Your transition consultant will serve as a home office liaison and point of contact for all things operational. Your transition technology consultant will be responsible for developing and implementing a customized technology plan.

Along with these two consultants, your business development consultant, who helped guide you through the due diligence process, will act as a resource for questions, concerns and support during and after your transition. You'll also have an experienced division manager who will learn the ins and outs of your unique business objectives and help achieve your goals.

That's not all. No matter what, you can count on RIA & Custody Services for a suite of technology tools built by and for advisors – to engage at whatever level you need.

Strength and stability

The story of Raymond James profitability since 1987

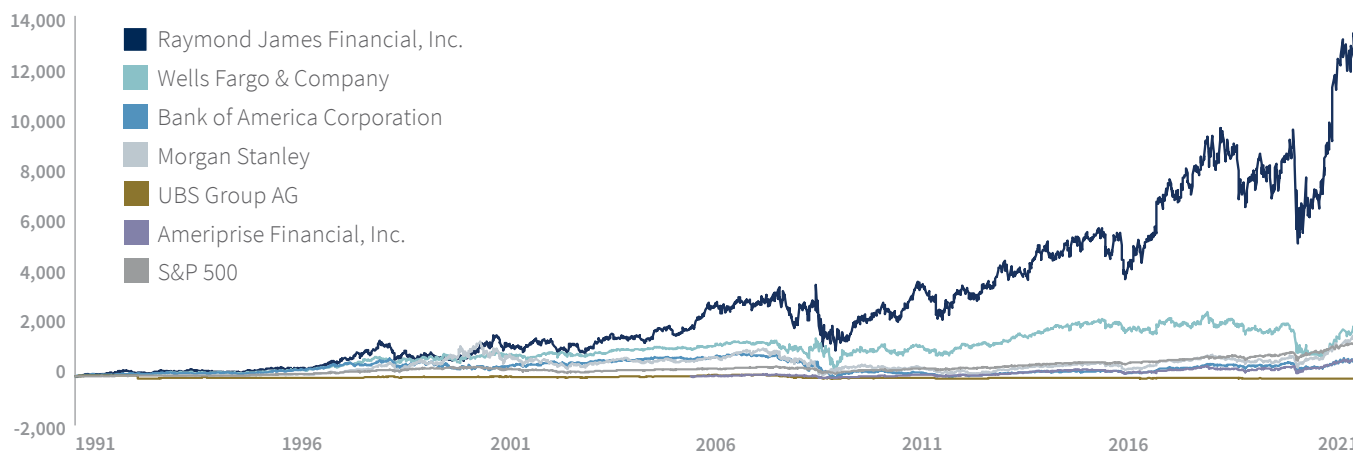
Is it possible to build profitability on a historic loss of profit? In the case of Raymond James, the answer is yes. That's because the company was able to turn what was a loss at the time to a big win in demonstrating its dedication to clients.

When a company says it's committed to putting client needs first – even above those of the firm itself – you need simply look to its history for proof. Case in point: When the Dow plunged 508 points on October 19, 1987 – Black Monday – then CEO and current Chairman Emeritus Tom James refused to close the

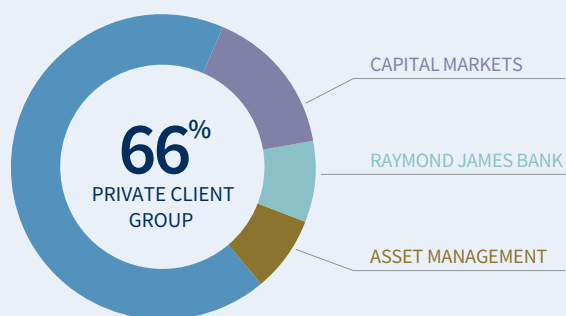
trading desks so clients wouldn't be stuck in their positions. As a result, Raymond James sacrificed its own profitability in order to preserve client assets.

Since 1987, Raymond James has delivered 136* consecutive quarters of profitability. The firm credits much of this performance to its client-first perspective and adherence to founding core values of professional integrity, advisor independence and a conservative, long-term approach to investing.

STOCK PRICE



Raymond James has delivered **136 consecutive quarters of profitability.**



Private Client Group	66%
Capital Markets	19%
Asset Management	8%
Raymond James Bank	7%

Total \$9.8 billion

Total net revenue shows fiscal year data ending Sept. 30, 2021.

*As of 12/31/2021. Past performance is not an indication of future results. The information provided is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial stock. A credit rating of a security is not a recommendation to buy, sell or hold securities and may be subject to review, revisions, suspension, reduction or withdrawal at any time by the assigning rating agency. Raymond James Bank is an affiliate of Raymond James & Associates, Inc., and Raymond James Financial Services, Inc.

Build on our strength ...

If you're looking for a trusted partner to help breathe life into your business, you'll find that and more at Raymond James. As our advisors' dedicated advocates, we specialize in offering the support you need to create the business you want. From customizable technology to comprehensive wealth management resources, our efforts are continuously fueled by one simple goal: to help you meet yours.

SERVICE

Dedicated service professionals

As an RIA at Raymond James, you will have a dedicated service associate to serve as your primary point of contact for service-related needs. Designed to be an extension of your service model, your assigned professional will build a strong relationship with your back office team. While you are free to reach out to any Raymond James department directly, you'll always have the option to connect with your dedicated professional, who is ready and eager to help.

SUPPORT

Transition team

As soon as you make the decision to partner, you'll be paired with a trained, responsive transition team to support your every step – including on-site. A single point of contact, your hands-on team is your liaison, connecting you with the appropriate contacts across the firm. You'll work closely with several expert transition and technology consultants as well as specialists in registrations, operations, marketing, compliance and advisory services.

Marketing

Two things you'll find at Raymond James you won't find at other firms – the freedom to create a unique brand for your practice and a team to help you build it. Our in-house team will take time to understand your business. And you'll have your own account manager to help you every step of the way, including with building your own marketing plan.



WHAT'S IN A BRAND?

The full-service team of Raymond James Marketing can help you build your own brand with the help of in-house professionals.

@ Learn more at raymondjamesmarketing.com

... to create the business you envision.

Raymond James has a cost-effective, integrated technology platform – built in-house and designed to anticipate advisors’ needs, while retaining the flexibility to incorporate third-party applications.

- ▶ **Intuitive client and account management:** The award-winning Client Center application combines all your client and account information in one place along with the functionality you need, including: trading, activity review, performance, client net worth, money movement, report generation and access to CRM and financial planning.
- ▶ **Robust client reporting:** A wide array of fully customizable client reports allow for presentation and review materials tailored to your clients’ needs. The ability to save your custom settings, schedule report generation and choose from a variety of delivery options will save time and make your office more efficient.
- ▶ **Complete mobile office:** Anything you can do at your desk you can do on your favorite Apple, Android or Microsoft tablet. You will have easy access to your email, calendar and contacts on all your mobile devices. In addition, on iPhones and iPads the Advisor Mobile app provides key practice, client and account information, including production data, client birthdays, holdings, activity, charts and reports. You can even dictate your notes on the go.
- ▶ **Goal Planning & Monitoring (GPM):** Powered by MoneyGuidePro, our dynamic financial planning software provides an interactive and engaging experience for clients. Recent enhancements include: insurance analyzer, Social Security maximizer as well as cost and inflation estimators for housing and healthcare.
- ▶ **Account aggregation:** Your clients can enroll external assets and liabilities from more than 10,000 institutions and enable automated daily updates. They have access to the consolidated information in the client portal, and the external account data will also be available to you in client reporting and financial planning.



@ Take a tech tour today at raymondjamestechtour.com

\$420 million annual investment in technology. *As of September 2021.*

- ▶ **Vault:** As part of their portal, your clients will have the ability to upload and store important documents, such as wills, POAs and trust agreements. This shared storage space is a convenient and secure means to collaborate with your clients. You can easily upload reports and documents for their review.
- ▶ **Client Access:** A digital platform that connects advisor-centric technology with collaborative and client-facing digital tools, putting the advisor-client relationship at its center while focusing on greater automation, increased sophistication of offerings, and more collaboration between advisors and their clients.
- ▶ **Portfolio management:** Customizable product proposals, powerful research, model management and robust trading features like rebalancing, security swaps and trade to target enable you to create a scalable and repeatable portfolio management process.
- ▶ **Cyber and data security:** As part of our promise to you, we ensure that security is our top priority with a dedicated Cyber Threat Center, secure and encrypted virtual private networks, privacy policy procedures, strict controls, and so much more that will show we are committed to your security and financial well-being.
- ▶ **And more, including:** eSignature capabilities that simplify the client’s experience, powerful practice management dashboards and reports to help you run your business, and access to Thomson ONE with real-time quotes via optional subscription.

Onward and upward

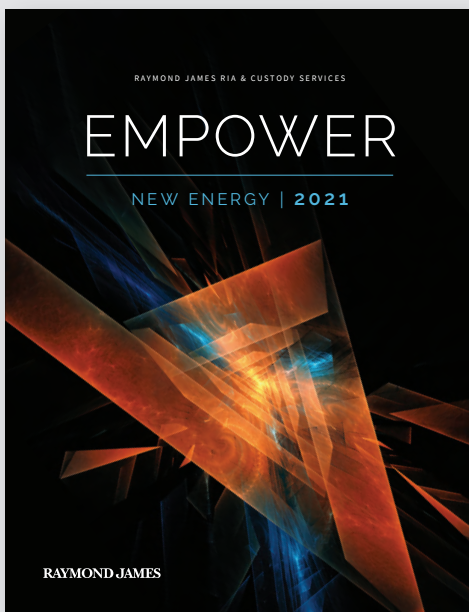
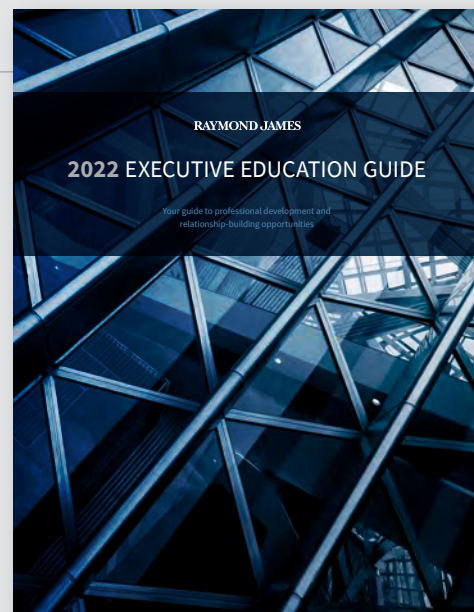
Professional development is key

You'll find many chances to grow your knowledge at Raymond James. Whether through large-scale opportunities, such as our annual conference, or tailored courses geared toward practice and investment management strategies, you can take advantage of programs that focus on:

- ▶ **Practice management**
Courses to improve your practice through business planning, marketing and process development.
- ▶ **Investment management**
Technical training on investment processes and strategy.
- ▶ **Wealth management**
Educational programs designed to improve your subject matter expertise.

These programs are all a part of the Raymond James Institute of Finance. Many programs qualify for CFP®/PACE, COE/COPA, IMCA/CIMA® and state insurance continuing education credits.

- ▶ **Office education**
Programs for the sales and office management professionals who play a critical role in your business.



Empower national conference

To help independent RIAs thrive in today's investment business world, the RIA & Custody Services division of Raymond James provides the annual national conference – Empower – where RIAs connect with peers and firm leaders, expand their knowledge and explore new ideas.

At Empower, independent RIAs have the opportunity to share ideas with peers and benefit from presentations by industry partners and various departments across the firm. Sessions, panels, TED Talks and more shed light on everything from technology to professional development to wealth planning, AML and cybersecurity.

Additionally, newly transitioned RIAs are available to answer inquiries by those hoping to gain insight into our culture through prospective advisor sessions and “mini” versions of the home office visits held at our international headquarters in St. Petersburg, Florida.

To learn more, reach out to your business development consultant.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, CFP and CFP in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Investment Management Consultants Association (IMCA®) is the owner of the certification marks “CIMA®” and “Certified Investment Management AnalystSM.” Use of CIMA® or Certified Investment Management AnalystSM signifies that the user has successfully completed IMCA's initial and ongoing credentialing requirements for investment management consultants.

Empowering our independent advisors

Through the Empower practice management tool, you will have the insight and support needed to raise your business to new heights. After taking this diagnostic assessment, you will receive immediate results targeting six key areas of your business:

value proposition | vision and strategy | business management | client relationships | growth | technology

Even better, your division relationship manager and our practice management consultants will provide realistic strategies and partner with you to achieve your business goals. With customized results and our hands-on approach, you could create the practice you have always envisioned.



Reach out to your business development consultant to learn more about the Empower practice management tool.

Results-driven corporate access

Connecting corporations and investors through comprehensive research and services

As one of North America's leading full-service investment firms, Raymond James brings strategic advice and planning to every stage of the business life cycle. With big company strength and small company agility, we provide you with a full array of capital markets services through specific divisions focused on investment banking, public finance, equity capital markets and fixed income capital markets.

No matter the area you're working with, you'll find a partner with deep expertise and broad reach who is dedicated to integrated execution and comprehensive strategies. Research is at our core, and face-to-face connections help us keep our

finger on the pulse of investor sentiment. In fact, we continue to receive industry recognition.

Nine awards given to Raymond James analysts from Refinitiv's StarMine Analyst Awards in 2020 – ranking our firm in the top 10 in the U.S. over the past five-year period for total awards won.¹

Recognized with 10 Deal of the Year and International Deal of the Year Awards by The M&A Advisor in 2020.²

Top 10 underwriter of municipal bonds in the U.S.³

¹Based on StarMine methodology, the StarMine Analyst Awards from Refinitiv objectively measure the performance of analysts based on the returns of their buy/sell recommendations and the accuracy of their earnings estimates. The 2020 stock picking awards for the United States and Canada are based on the 2019 calendar-year performance of recommendations. The 2020 awards for estimating performance are scored on the fiscal period that reported between 01 April 2019 and 31 March 2020. Only analyst performance on companies that are based in the United States and Canada, respectively, is included in the awards calculations.

²The M&A Advisor Awards honors the professionals whose activities set the standard for M&A transactions. An independent judging committee of top M&A industry experts determine the ultimate recipients of the awards. To be considered, Deal of the Year transactions must have minimum value of US\$10 million. Judging is based on the deal profile, challenges and benefits.

³Source: Bloomberg, based on total par amount and number of issues (2017-2021).

The rankings may not be representative of any one client's experience, are not an endorsement, and are not indicative of an advisor's future performance. Neither Raymond James nor any of its financial advisors paid a fee in exchange for these awards/ratings. Raymond James is not affiliated with StarMine, Thomson Reuters or M&A Advisor.

Investment management simplified

Your single source for managed accounts and fee-based platforms

Raymond James Asset Management Services (AMS) takes the complexities of managed-account investing and simplifies them, providing the research, strategies and hands-on support you need to provide sophisticated investment planning for your clients. We offer managed portfolios across a broad spectrum of strategies and risk profiles. And with a department of more than 400 associates, we take care of the legwork – diligently researching, vetting and managing account holdings – so you're free to do other things.

YOUR DEDICATED AMS TEAM

Our team of AMS consultants and support staff is ready to help advisors who utilize the platform's strategies – to strengthen your relationships, implement strategies and analyze performance.



To learn more about AMS and the portfolios and accounts available, visit rjfreedom.com.

SENIOR ASSET MANAGEMENT CONSULTANT

- Fireside Chats
- Client-advisor seminars
- Client-advisor reviews
- On-site branch updates
- Trends in the field
- Advisor book analysis

INTERNAL PORTFOLIO CONSULTANT

- Platform introduction
- Case recommendations
- Virtual client-advisor meetings
- HOV and BIO meetings
- Trends in the field
- Analysis review

PRODUCT SPECIALISTS

- Proactive campaign outreach
- Product and platform updates
- RJCS WatchList updates
- Proposal ideas
- Trends in the field
- Analysis review

SUPPORT TEAM

- SMA analysis (PSN)
- Morningstar reports
- Other account-related analysis
- AMS website navigation

Robust resources for remarkable wealth

From tools that support exceptional success to planning that spans generations, our private wealth services help you bring the best of our firm to your best clients.

Meeting the unique needs of high-net-worth and ultra-high-net-worth clients is a practice that requires continuous agility and an uncommon depth of support. Through a platform of coordinated products and strategies and a coalition of key professionals, Raymond James works to help advisors deliver both.

Our private wealth services offer support to advisors and clients across five critical wealth management disciplines and coordinate teams of skilled experts – including private wealth consultants, credentialed attorneys, portfolio

strategists and more – to create strategies tailored to each set of circumstances and outcomes that help grow your business.

ELEVATED STRATEGIES TO MEET COMPLEX NEEDS:

ESTATE AND CHARITABLE PLANNING

A full suite of trust services including philanthropic and planned giving strategies

INTERGENERATIONAL WEALTH STRATEGIES

Support and expertise from longevity planning to family governance

INVESTMENT MANAGEMENT STRATEGIES

A wide range of investment options, including customized private market investments

CASH MANAGEMENT AND LENDING

Private banking, liquidity solutions and white-glove service for significant purchases

RISK MITIGATION AND MANAGEMENT

Customized insurance solutions for unique situations, document management and more



It's time to plan for yourself the same way you plan for your clients

“What are your long-term goals?” It's something you ask your clients every day. Now, it's time you ask yourself.

Wherever you are in your career and whatever your vision for the future, you'll find everything you need to plan for your next step right here at Raymond James with our Succession & Acquisition Planning group.

FOR THE RETIRING ADVISOR

As an independent RIA at Raymond James, you'll enjoy access to extensive support and resources, which leads to yet another distinct advantage – the ability to leverage a team of experts to help you create a succession strategy designed to preserve your assets and build your legacy when you're ready to retire.

Creating the plan that will help you retire and pass along your business on your terms is vital – and not simply for you. You have your family, your staff and your clients to consider. With you and them in mind, we assembled a team of expert consultants, qualified to help you effectively monetize the equity in the business you've built and develop a thoughtful succession plan to ensure your business will continue under the care of an RIA you've hand-picked.


FOR THE SUCCESSOR ADVISOR

If you and your business are still in growth mode, the opportunity to acquire the business of a retiring independent RIA could be an ideal way to gain momentum – and build on the legacy of a peer whose professional style and personal values you share.

To help you pursue growth in the way that makes sense for you and your business, Raymond James offers assistance in teaming with retiring RIAs, building a smooth transition plan and financing the acquisition of a practice.

A wealth management firm that understands your business.
A comprehensive platform to help expand your own.
A dedicated support team that frees up your time. When you partner with
Raymond James, you get all the best of our firm to help you grow

YOUR RIA.

A photograph of two men in business attire. The man on the left is wearing glasses and a dark suit jacket over a light blue shirt. The man on the right is wearing a dark suit jacket over a white shirt and is smiling while looking at a document he is holding. They are standing in front of a large window with a view of a city skyline.

To learn more about making everything that's ours yours,
visit raymondjamesria.com.

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RAYMOND JAMES

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