# INVESTED IN NORTH TEXAS

A LOOK INSIDE THE COMPANY AND CULTURE OF RAYMOND JAMES IN NORTH TEXAS



**PROTECT YOUR LEGACY**

It's time to plan for yourself the same as you would for your clients.

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**COMPLEX HAPPENINGS**

Raymond James welcomes new financial advisors to our North Texas offices.

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# A firm built with and for advisors

Dear fellow North Texas advisor,

At Raymond James, it's no secret that we strive to be a financial services firm as a unique as the people we serve.

The distinct culture of independence, integrity and our core value of always putting clients first continues to guide the firm as it transforms lives, businesses and communities through the power of personal relationships and professional advice.

We're proud to see that the values-based culture at Raymond James increasingly differentiates us among others in the industry. By continuing to live our values day to day, by providing every client with the highest possible level of service and by embracing and leading change across the profession, we're in prime position to achieve that vision.

Raymond James also offers an entire investment ecosystem to support each advisor – with market strategies, wealth planning and bespoke solutions. It's a robust, sophisticated offering designed to address the needs of every client, from foundational solutions for early savers to private wealth services that support the complexities of ultra-high-net-worth clients with $50 million or more.

Backed by flexible, leading-edge technology that's designed specifically for advisors and built for the future, every Raymond James advisor has access to a full suite of tools and resources to help run their business effectively.

We build our technology from the minds of advisors to improve client interactions. We offer abundant opportunities for advisor customization to support their practices the way they see fit. We innovate where it matters most to ensure advisors can respond to changing client needs in a meaningful, agile way.

Prudent management and sound business principles have positioned the firm to not only weather challenging market conditions, but to emerge stronger than before. I invite you to explore the advantages of life at Raymond James.

Sincerely,

**JEREMY SILVAS**
*Managing Director, Complex Manager*
*North Texas-Arkansas-Oklahoma Complex*
6303 Cowboys Way, Suite 425
Frisco, TX 75034
D 469.476.3664 // C 972.948.4323
raymondjames.com/ntxarokcomplex





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.

# Demonstrating our dedication to advisors

Home office visits allow advisors to see the full measure of Raymond James' commitment to them and their clients.

### WHAT TO EXPECT FROM YOUR HOME OFFICE VISIT (HOV)

**IN-PERSON HOV**

When you step foot inside the Raymond James international headquarters, you'll see what we mean when we say we put clients first. And you'll see how we do it – by supporting advisors.

We'll start your in-person HOV by arranging your travel accommodations to St. Petersburg, Florida, for a behind-the-curtain tour tailored to match your specific needs and interests. Once here, you'll be introduced to the areas you most want to explore. You'll also meet with executive leaders to talk about growing your business, and you'll do it all discreetly and confidentially.

**VIRTUAL HOV**

Our virtual HOVs offer the same personalized and enriching experience from the comfort of your office or home. Additionally, you'll have the option to customize your agenda even more, allowing your HOV to span half days, a full day or multiple days.

## What you'll experience

**OUR CULTURE**

Our advisor-centric, client-first culture is the No. 1 reason advisors join our firm – and why they stay.

**FREEDOM**

From AdvisorChoice® to our suite of fee-based programs, we give you the freedom and support to build your business as you see fit.

**PARTNERSHIP**

Here, you'll never be just a number, but a top priority and a true partner.

## Who you'll hear from

**RAYMOND JAMES TRUST**

Through our wide-ranging personal and charitable trust offerings, you can deliver truly holistic service while deepening client relationships.

**WEALTH SOLUTIONS**

Our professionals cater to the planning and wealth management needs of high-net-worth clients – always working as your partner, never your competition.

**MARKETING**

Our award-winning, in-house marketing agency can help craft your own personal brand and access turnkey materials to connect with clients like never before.

**ASSET MANAGEMENT SERVICES (AMS)**

Our AMS team offers a wide range of fee-based portfolios designed to help you create a solution for any investor need.

**BANK AND LENDING**

Raymond James offers sophisticated bank and lending solutions to help you meet your clients' distinct needs.

**EQUITY RESEARCH**

We have approximately 60 analysts in the U.S. and Canada covering more than 1,000 companies in nine industries.

**SUCCESSION PLANNING**

Whether you're preparing to retire or seeking to grow by acquiring another practice or book of business, our Succession Planning team is here to help.

**TECHNOLOGY**

Raymond James invests an annual average of over $340 million into developing and streamlining a suite of technology tools created in direct collaboration with advisors.

**PRACTICE MANAGEMENT**

PCG Education & Practice Management gives you full access to the resources and support you need to streamline and expand your business.

## Who you'll meet

**OUR EXECUTIVE TEAM**

Dedicated to helping advisors grow their businesses, our senior leaders make themselves accessible to you – eager to listen and offer feedback.

**PRODUCT AND SERVICE AREA EXPERTS**

Our subject matter experts take the time to learn about you, your practice and business goals to identify how we can best fulfill your specific objectives.

**THE TRANSITIONS TEAM**

Our Transitions team – one of the largest in the industry – provides one-on-one guidance and holistic support that lasts far beyond your transition.

# Protect your legacy with the right successor

It's time to plan for yourself the same as you would for your clients.

*"What are your long-term goals?"*

*"When do you want to retire?"*

*"How many years are you planning for?"*

These are questions you ask your clients every day. Now, it's time you ask yourself.

No matter where you are in your career, you understand the importance of planning for the future. Having a plan involves having goals. And having goals gives you something to aim for and reach within a realistic time frame.

## FIVE STEPS TO HELP YOU PASS ON THE TORCH

The sale of your practice and your retirement may feel like faraway plans. But the sooner you select a successor, the more time you'll have to integrate them into your practice. This helps ensure a smooth transition for them, for you and, perhaps most importantly, for your clients.

Choosing a successor when you're 10 years or more from retiring can allow you to take on a junior partner who can learn your business and build relationships with your clients over time. If you're closer to retirement, you may want to find a more experienced advisor who is seeking to fuel their growth.

To protect your legacy and your clients by choosing a successor who aligns with your goals and values, consider taking these steps:

1. Think about your future and the retirement you envision.
2. Take stock of your goals, including your hopes for the next chapter of your practice.
3. Identify your value proposition for potential successors. Ask yourself, "What would make a successor excited to take over my practice?"
4. Tap into your network and resources to identify potential candidates.
5. Select your successor.

## HERE TO HELP YOU TAKE THE NEXT STEP

At Raymond James, we pride ourselves on our tight-knit culture and suite of resources that offers the personalized support needed to expand your practice as your goals evolve and, eventually, transition your business as you see fit.

We'll guide you through each stage of succession planning. And when you are ready to retire, we'll help you establish a sound business succession plan – building long-term value that will one day maximize the rewards of years of hard work.

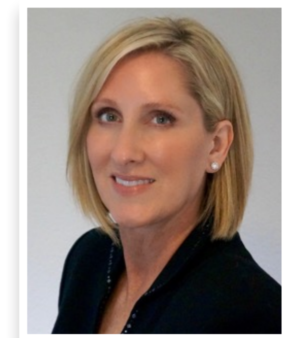
Plan for your future today. Discover more at **raymondjames.com/advisor-opportunities**.





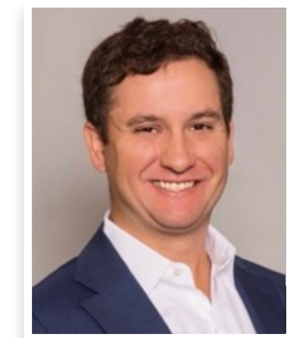
# Complex happenings

We welcomed **Tawni Bullock** to our Dallas Branch.



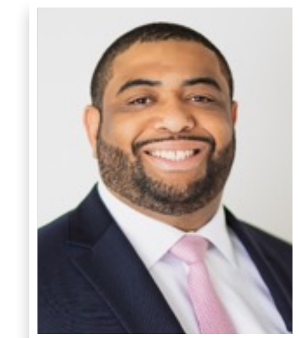
Tawni Bullock
*Financial Advisor*

Our Fort Worth office welcomed **Three Bear Capital of Raymond James.**



Josh Biering
*Senior Vice President, Wealth Management*

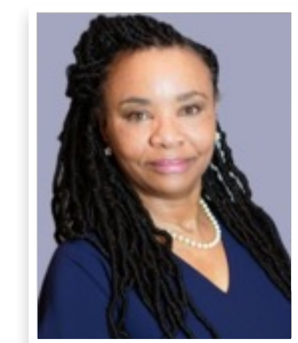
We welcomed **JTW Wealth Management of Raymond James** to our Frisco office.



Justin T. Williams, CFP®
*Vice President, Wealth Management*

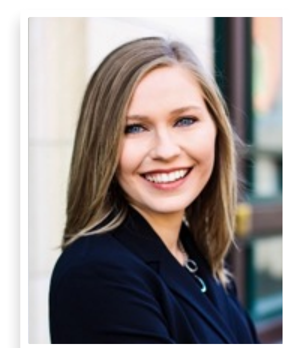
Our Frisco office welcomed **Ramirez Family Wealth of Raymond James.**

Homer O. Ramirez, CFP®, CPWA®, CEPA®
*Senior Vice President, Wealth Management*



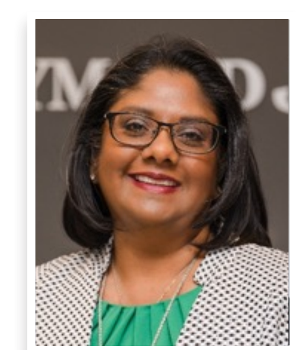
Arica Savannah, CFP®
*Senior Registered Client Service Associate*

We welcomed **Jessica Davis** to our Fort Worth office.



Jessica Davis, CFP®, CRPC™, AAMS™
*Vice President, Wealth Management*

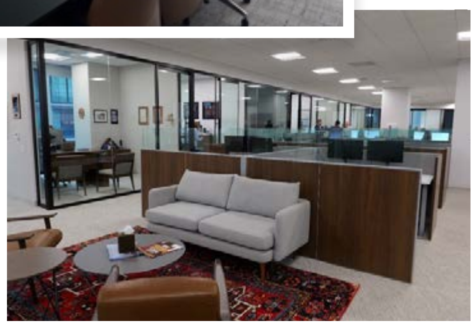
Our Frisco office welcomed **Knieberg Wealth Strategies of Raymond James.**

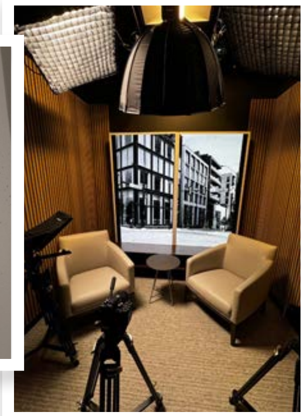


Joanna Knieberg
*First Vice President, Wealth Management*

# Branch happenings

- We unveiled our new office at the Fort Worth Crescent in April. This office features our complex's first podcast room.



- We are excited to announce the opening of our brand new Southlake office in the Southlake Town Square.

## NORTH TEXAS COMPLEX OFFICES

**DALLAS**
200 Crescent Court
Suites 500 & 550
Dallas, TX 75201

**DUNCANVILLE**
222 E Wheatland Road
Suite 100
Duncanville, TX 75116

**FORT WORTH**
3230 Camp Bowie Boulevard
Suite 400
Fort Worth, TX 76107

**RJAS DALLAS**
200 Crescent Court
Suite 1030
Dallas, TX 75201

**SOUTHLAKE**
115 Grand Avenue
Suite 222
Southlake, TX 76092

**DALLAS PARK CITIES**

**DON DAVIS**
Complex Manager
5956 Sherry Ln., Suite 1900
Dallas, TX 75225
214.365.5501

**JEREMY SILVAS**
Managing Director | Complex Manager
469.476.3664

**FRISCO**
6303 Cowboys Way
Suite 425
Frisco, TX 75034

RAYMOND JAMES® NORTH TEXAS - ARKANSAS - OKLAHOMA COMPLEX