

BFAN CONNECTION

A BIENNIAL NEWSLETTER FOR THE BLACK FINANCIAL ADVISORS NETWORK

A persevering pledge

Raymond James has always believed that our differences make us stronger. They strengthen our service, fuel our success and drive our actions. That’s why we remain steadfastly committed to nurturing an environment where everyone feels welcomed, respected, valued and free to bring their authentic selves to work. Our nation’s recent social unrest has renewed that commitment in countless new ways, inspiring us to take intentional steps that foster our culture of diversity and inclusion. Staying true to our people-first values, our guiding mission is being a firm you’re proud to call home.

As part of our commitment, Raymond James leaders have officially pledged their support for the Black community, which we detail in the following pages. From expanding Black representation at all levels across our firm to contributing an initial \$1.5 million to advance our Black communities, we are dedicated to addressing racial inequality and leading the way for meaningful, industrywide change.

Our continued emphasis on people – our associates, advisors, clients and communities – gives us purpose, strength and a way forward. Today and always, we strive to be a financial services firm as unique as the people we serve.

Signed by Raymond James leadership, including members of the Board of Directors, Executive Committee, Operating Committee and the Diversity & Inclusion Advisory Council, the pledge includes a steadfast commitment to:

- Expanding Black representation among our associates, advisors and corporate leadership through recruitment, investment in college pipeline programs, and mandated candidate pool diversity at the leadership level.

OUR COMMITMENT TO THE BLACK COMMUNITY

Since the beginning, our business has been people and their well-being. It is evident in good times and crucial when circumstances become difficult.

After months of suffering and uncertainty caused by the COVID-19 pandemic, the tragic killings of George Floyd, Ahmaud Arbery and Breonna Taylor, and the countless others before them and more since, have compounded the country’s collective despair by highlighting the continued racial injustice afflicting the Black community.

While we have always worked to ensure we have policies and programs in place that seek to address racial inequality, we recognize we can – we must – do more. To that end, the leadership team at Raymond James is making the following pledge:

Expand Black representation among our associates, advisors and corporate leadership through recruitment, investment in college pipeline programs, and mandated candidate pool diversity at the leadership level.

Establish explicit goals and implement transparent reporting to strengthen leadership accountability for hiring and retention of Black associates and advisors.

Launch a mentoring initiative to support the professional development and business growth of our Black associates and advisors.

Develop and deliver a training curriculum and resource portal that will include required courses on a variety of topics including unconscious bias training for every Raymond James associate and advisor.

Pledge an initial \$1.5 million to support advancement of our Black communities, racial equality, financial literacy and empowerment, and volunteerism opportunities – in addition to declaring Juneteenth a firmwide day of service and education to ensure we continue the dialogue on racial equality and support our Black communities.

Raymond James must do more to attract and develop Black professionals, and we are committed to being leaders in changing this longstanding shortcoming in our industry.

Fulfilling this pledge will require the focus of all of our leaders, associates and advisors, both internally as well as in our communities. We are dedicated to this intention, not only because it is the right thing to do, but it will make Raymond James an even better firm.

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Signed by Raymond James leadership including members of the Board of Directors, Executive Committee, Operating Committee, and the Diversity and Inclusion Advisory Council:



- Establishing explicit goals and implementing transparent reporting to strengthen leadership accountability for hiring and retention of Black associates and advisors.
- Launching a mentoring initiative to support the professional development and business growth of our Black associates and advisors.
- Developing and delivering a training curriculum and resource portal that will include required courses on a variety of topics, including unconscious bias training, for every Raymond James associate and advisor.
- Pledging an initial \$1.5 million to support advancement of our Black communities, racial equality, financial literacy and empowerment, and volunteerism opportunities – in addition to declaring Juneteenth a firmwide day of service and education to ensure we continue the dialogue on racial equality and support our Black communities.

TAKE ACTION

Watch our town hall event [here](#). And to **add your name to our pledge**, [click here](#).

[Read this article](#) by Tony Barrett, published in ThinkAdvisor, on how Raymond James is continuing the conversation and actions promised in our pledge.

As part of our firm's ongoing efforts to address racial inequality and foster a more inclusive culture for us all, Chairman and CEO Paul Reilly and Vice President of Diversity & Inclusion Pedro Suriel hosted a June town hall event discussing the firm's pledge to the Black community.

Continuing our culture of giving back

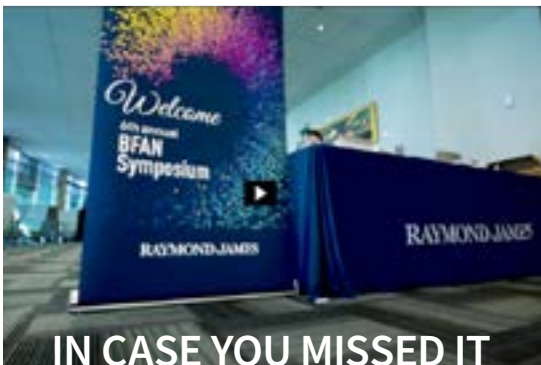


In times of both calm and chaos, Raymond James is committed to giving back. And while the coronavirus pandemic shifted Raymond James Cares Month from May to August, we remain as dedicated as ever to supporting and strengthening our communities – all while prioritizing your health and safety.

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After a March contribution of \$1.5 million to charities providing food and healthcare in communities affected by COVID-19, we offered a variety of volunteer opportunities throughout August to accommodate current circumstances. These included small, in-person activities along with virtual and remote initiatives.

For more information and to see our advisors and associates in action – [click here](#).



Check out and share our BFAN Symposium hype video at [RJBfan.com](https://www.rjbfan.com) under the BFAN Symposium section.

2020 BFAN Symposium sessions and presentations can be found [here](#).

NEW VIDEO! Go to [RJBfan.com](https://www.rjbfan.com) to see the latest Black Financial Advisors Network video.

BFAN PROGRAMS

An exclusive BFAN coaching opportunity

In our ongoing efforts to provide enhanced resources for you and your practice, we're pleased to announce the debut of our BFAN coaching program, created in partnership with the Practice Intelligence coaching team and Practice Management Consultants, LLC.

Rooted in your needs

The BFAN coaching program begins with a thoughtful discovery process and one-on-one call to better understand your needs. Throughout the program, you can also look forward to:

- 14 private coaching calls
- Two group cohort training webinars
- Metrics tracking your progress

Centered on your success

Designed to carefully address an array of different business and client needs, our program is ideal for advisors seeking:

- Assistance with their value propositions
- More organized and robust business plans
- Help with engagement to create more advocates out of clients
- Support refining core, client-facing functions
- Guidance on streamlining their businesses

In addition, our program's immersive, highly interactive sessions include scenario-based training to reinforce best practices and behaviors. Tailored to each advisor's needs and interests, session topics may include:

- Communication and sales interactions with clients, prospects, and both internal and external centers of influence
- Guidance on structuring and leading a variety of client meetings
- Practice management best practices

To learn more, contact Director of Practice Management Coaching Liz Stiles at liz.stiles@raymondjames.com.

Practice management calls

The Black Financial Advisors Network's monthly practice management calls can take your practice to new heights by leveraging practical strategies and practice management tools with resources from pioneers within the network, our home office and partner firms.

View our monthly practice management calls [here](#).

UPCOMING EVENTS

AAAA Virtual VISION Conference | *September 14 to 19, 2020*

2020 Women's Virtual Symposium | *September 16 to 18, 2020.*

7th Annual BFAN Symposium | *February 1 to 3, 2021*

Enriching Your Wealth Management Offering

The latest Raymond James program helps enhance your client service and elevate your career.

On September 2, Raymond James will launch the Enriching Your Wealth Management Offering program. Developed in partnership with the Investments & Wealth Institute and the Raymond James Wealth Planning Department, the program is designed to expand your expertise on a wide selection of wealth management and Practice Intelligence topics.

Program participants can expect a deep dive into everything from client discovery and legacy planning to asset protection strategies – all while learning how to apply these to high-net-worth clients and uncover wallet share opportunities. In addition to completing the Investment & Wealth Institute’s e-learning course – which includes 12 hours of continuing education credits – you’ll also benefit from an array of interactive elements, including group coaching calls, peer-to-peer sharing, immersive reviews of Raymond James resources and more.

What to expect

Each offering takes approximately 20 weeks to complete and includes:

- 22 hours of coaching and training.
- 14 hours of advisor education
- 6 hours of group coaching
- 2 hours of private coaching

Are you the right fit?

This program is designed for advisors who:

- Are seeking to capture new high-net-worth clientele or expand their current clients’ net new assets
- Want education and guidance in applying wealth management strategies and resources



- Are working to improve their financial planning processes and earn CE hours
- Have previously focused on investment management and want to expand their wealth management knowledge and service offerings

A golden opportunity

In addition, the program provides you and your team with education on the following key topics:

- Client discovery and fit
- Wealth management, including:
 - Tax strategies and planning
 - Portfolio management & asset protection
 - Risk management
 - Charitable giving & estate planning
 - Longevity planning
- Collaborative goal setting
- Raymond James wealth planning resources
- Technology efficiencies in your planning process

WANT TO GET STARTED?

The Enriching Your Wealth Management Offering program costs \$1,250 per advisor. For other registration details, search “Enriching Your Wealth Management Offering” on RJnet. And to learn more about additional offerings, [click here](#) or email Director of Practice Management Coaching Liz Stiles at liz.stiles@raymondjames.com.



Get to know Chris Fils

Chris Fils – the newest member of the BFAN Advisory Council – has spent his career turning obstacles into opportunities.

Chris Fils always wanted to be an advisor, business owner or NBA player. “I was really good at two things in high school: math and basketball,” he says. “So when I started college, I initially considered an accounting degree. But then I was introduced to the role of financial advisor, and I realized I could apply my sports background to financial coaching while fulfilling my desire to help people.”

At first, luck wasn’t on his side.

He graduated from the University of South Florida in Tampa with a finance degree on December 13, 2008 – one year into the Great Recession. “Most financial advisor training programs were canceled or on hold. So I took a position selling life insurance door to door until the training program at Merrill Lynch opened up.”

As soon as the program opened, Chris took his long-awaited opportunity and ran with it. “I really invested time into understanding the financial field and refining my skill set. I got all the designations I could get, including my CFP®, AAMS® and CRPC®. About a year or two after I joined the business, I also realized that the things I perceived as obstacles actually worked for my benefit.”

That included his limited experience. Coming out of 2008, many financial clients were jaded by their negative experiences with investment accounts. Some advisors weren’t even speaking to their clients. “As a result,” says Chris, “a lot of very well-respected clients and prospects were willing to give me a shot.”

Once again, Chris ramped up his efforts. “I was making 300 cold calls a day at one point, and I would go out and do lunch

meetings. That’s how I really got my start in the business. And that helped propel me to where I am now.”

An upward trajectory

By age 26, Chris was among the top five in his class in the Merrill Lynch training program, and eventually started working as an advisor in St. Petersburg, Florida. It wasn’t long after that he was offered the position of regional investment specialist with Merrill Lynch in New York City and Southern Connecticut. Within two weeks, he and his wife packed their bags and headed to the Big Apple.

“My first time going to New York City was me moving there. That was when I felt like, ‘I’m here. I’m in the industry,’” says Chris.

But after a couple of years, Chris was ready for change – and in 2016, he joined Morgan Stanley as manager of its Los Gatos, California, branch in Silicon Valley. It was there where he first started considering joining Raymond James.

Joining the forefront of change

“I knew about Raymond James from my time at USF, but I kept seeing it everywhere in California – on the news, in investment articles, through word of mouth. That piqued my interest. What really got me, though, were the firm’s multiple affiliation models and the autonomy they offered advisors. I was thinking long term – 20, 30 years out – and seeing that many other financial firms were only offering one model.”

As a manager, Chris was intrigued by the lack of affiliation options.

“I saw advisors had started evolving and didn’t want to be in a traditional brokerage house. They wanted choices, and I wanted to offer them the best choices. Simply put, I wanted to be at the forefront of change – and I saw that Raymond James was already there,” he says. “I was also impressed by their book ownership rules and advisor-centric culture. All of their presenters focused on the advisor experience.”

In 2018, Chris joined the Raymond James family as Florida Suncoast complex manager, relocating from the Golden

“There’s no better time to be a leader than when there are obstacles. This is when you earn your stripes.”

Coast to his native Sunshine State. Since then, he’s found that the firm’s entrepreneurial spirit has continuously fueled his own. “I believe I can be the best version of myself here without worrying about limitations on how we want to grow, recruit and help our advisors. I’m also really proud to support my home market. I was born in Fort Myers, so Florida has always been my home.”

In search of new horizons

With his own career established, Chris began seeking new horizons. “My first couple of years here, I was ultra focused on key metrics and spending time with my advisors. But a few months ago, I realized it was time for me to do as much as I can. I reached out to Tony Barrett [senior vice president of investments and managing director of the Delaware Valley complex], who’s a kind of mentor for me, and something just clicked.

“I realized there were others who needed me to speak up. These are the next Chris Filses and Tony Barretts who are

graduating and entering their own version of the 2008 recession, and they may not have the guidance they need.”

In addition to using his new role on the Black Financial Advisors Network Advisory Council to serve as a mentor, Chris is also passionate about catapulting his advisors to success.

“I want to serve as a bridge for advisors and firm leadership. And I want to help take advisors to the next level – from Leaders Club to President’s Club to Chairman’s Council, as well as fuel the success of new advisors. I also want to see more multigenerational Black advisor businesses and find new, diverse talent where we can.”

According to Chris, one way to attract this new talent is by upping engagement with college graduates.

“We should be having home office visits with graduates and inviting them here for a few hours. A lot of graduates just apply to jobs online. To create a real connection, you’ve got to offer mentors – maybe through increased access to Raymond James leadership – and help them understand our corporate culture by allowing them to see it for themselves.”

Earning his stripes

Chris looks forward to deepening his impact within recruiting and other essential firm areas. And as we navigate the current pandemic, he continues to turn obstacles into opportunities, just as he did in 2008.

“There’s no better time to be a leader than when there are obstacles. This is when you earn your stripes,” he says. “Just as I was reading and studying every day in ’08, I’m doing the same now. The only difference is that instead of learning how to become a better advisor, I’m focusing on becoming a better leader.”

UPCOMING EVENTS

Proud to sponsor the 2020 Virtual VISION Conference

Raymond James and the Black Financial Advisors Network are proud to be a Silver Sponsor for this year’s Virtual VISION Conference, presented by the Association of African American Financial Advisors (AAAA) and taking place September 14 to 19, 2020.

We invite you to join over 300 African American financial professionals from across the country to:

ENGAGE in conversation with leading subject matter experts who will share diverse perspectives on key topics designed to advance your career, business and thought leadership.

ENCOUNTER like-minded professionals who have firsthand insight on how to stand out in a highly competitive environment.

EMBRACE an uplifting atmosphere that allows you to be yourself and celebrate the value of cultural diversity.

The annual AAAA VISION Conference is a unique gathering of financial professionals who value the expertise, contributions and collaboration of African Americans in the financial services profession. Just as in past years, you can look forward to expanding your network and enhancing your knowledge through

a wide range of enriching, thought-provoking events – from panel discussions and an AAAA town hall to award presentations and a benefit concert. For a preview of all that awaits you, check out photos from the 2019 VISION Conference [here](#).

Ready to register? Contact BlackFinancialAdvisorNetwork@RaymondJames.com.

26th ANNUAL women’s symposium 2020 Women’s Virtual Symposium

The 26th annual Women’s Symposium will be held virtually from September 16 to 18, 2020. As always, attendees will be able to view interactive seminars, inspiring presentations and educational workshops – all from the comfort of your home or office. To learn more, [click here](#).

Please email the Women Financial Advisors Network with any questions – WomenFinancialAdvisorsNetwork@RaymondJames.com.

SAVE THE DATE
7th Annual BFAN Symposium
February 1 to 3, 2021



The 7th annual Black Financial Advisors Network Symposium will be held February 1 – 3, 2021.

Designed exclusively for Black financial advisors in all stages of their careers, the Black Financial Advisors Network Symposium provides an opportunity to get away, reflect and revitalize with a symposium full of professional development. Attendees will be able to attend energetic presentations from industry and firm leaders, engage in interactive business development workshops and connect with colleagues from across the nation.

Please email the Black Financial Advisors Network with any questions at BlackFinancialAdvisorNetwork@RaymondJames.com.

2020 CAAFP Virtual Conference



Raymond James and the Black Financial Advisors Network proudly sponsored the 2020 CAAFP Virtual Conference

The Conference of African American Financial Professionals hosted its annual conference virtually on August 4, 2020 – and Raymond James was a proud silver sponsor.

Celebrating the education, advancement and heritage of African American advisors, the one-day event spanned five hours and featured dynamic sessions with financial thought leaders. Together, they covered the latest industry news, from navigating the economy to how we can fuel the success of Black millennials in financial services. Attendees heard from a variety of esteemed

speakers, including Caroline Clarke, chief brand officer of Black Enterprise; George Nichols, president and CEO of The American College of Financial Services; Dennis Kimbro, bestselling author and business school professor; and more. Check out pictures from CAAFP's Virtual Conference below.

You can also check out Sinbad wearing his Raymond James attire in [this video](#).

If you want to see all of the CAAFP recordings, you can view them [here](#).



Left to right: Sinbad (wearing his Raymond James hat), Camille York and Renée Baker enjoy the 2020 CAAFP Virtual Conference.



CONTACT US

For questions and ideas, please email us at BlackFinancialAdvisorNetwork@RaymondJames.com.

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