

THE NETWORK FOR WOMEN ADVISORS



a different way for you to
thrive

With us, trust comes instantly, success comes quickly and relationships last forever.

The Raymond James Network for Women Advisors creates real value for women financial advisors. Led by some of the best and brightest in our industry, the Network is a collaborative group that makes it easy for women advisors to thrive both professionally and personally in an environment of trust. We celebrate abundance, we foster lasting relationships and we believe in the power of positive action.

The Network for Women Advisors was created by and for the women financial professionals of Raymond James. The firm's long history of support for women advisors reveals a culture of commitment unlike any in the industry. In fact, more than 600 women financial professionals have chosen to affiliate with Raymond James. Not only do we demonstrate support for all our financial advisors by providing a full complement of investment alternatives, the substantial resources of a national firm and an advisor-oriented culture like no other, we go one step further for our women advisors – we give them a different way to thrive.

Enriching Lives, Relationships and Careers

The Raymond James Network for Women Advisors aims to help women advisors take their practices to new levels of success. Through a collection of activities and resources, the Network encourages and enables women advisors to expand their knowledge, expertise and businesses in a supportive, collaborative environment.

Connect

We believe relationships are serious business, so we strive to provide opportunities for our women advisors to gather and connect with each other through networking activities at each of our corporate events, including the annual Summer Development Conference.

Our flagship event, the Raymond James Women's Symposium, is a forum for women advisors from throughout the firm. Held annually in the Tampa, Florida, area, the three-day event is designed to appeal to financial advisors at all stages of their careers and combines talks by industry and firm leaders, interactive breakout sessions, and networking with other women advisors for an informative, career-building event. Recent topics include professional networking, business succession planning, time management and intergenerational marketing as a tool to expand your practice.

The Network also offers an annual gathering of women advisors from our top recognition club. This event allows these senior-level women to discuss specific issues they commonly face in their practices such as succession planning, team development and unique estate planning strategies for high-net-worth clients.



relationships

Support

We believe leaders share their strength, so we created the Women's Advisory Council. This group of 12 financial advisors, composed of individuals with varying levels of experience and a range of practice types, provides guidance and assistance to Raymond James' women advisors. Along with developing strategies for supporting women, the group serves as a resource to branch and senior management as the firm strives to attract the best and the brightest in our industry. The Council is also responsible for shaping the agenda of the Symposium, from identifying timely topics to leading and facilitating many of the event's breakout sessions. Council members are integrally involved in mentoring activities, from leading monthly conference calls for trainees to providing similar advice, support and guidance to experienced advisors.

The Network also provides business development support to our women advisors, including offering consulting services to advisors who are considering local sponsorship opportunities, assisting in the creation of materials to promote the event, and, in some cases, providing financial support.

One of the latest offerings of the Network is Performance Coaching, which allows small groups of women to participate in year-long programs led by a certified business coach and licensed psychologist. These activities are designed to help participants improve focus and efficiency in goal setting to achieve greater success.

Learn

We believe awareness is the key to meeting and anticipating needs, so we encourage on-going professional growth. The Women's Resource Center, a dedicated section of our

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are serious business

corporate intranet site, provides a comprehensive collection of information and tools designed to assist advisors in managing, marketing and growing their practices.

The resource center provides a wealth of information, including best practices from successful advisors, biographies and contact information for each of our Women's Advisory Council members, detailed information on the annual Symposium and an in-depth calendar of events conducted by the Network.

The site also includes links to articles of interest, categorized by topic, important statistics on women business owners, executives and retirees, as well as business development ideas and links to marketing campaigns focusing on women investors. These campaigns include compliance-approved letters, direct mail pieces, ads, invitations and presentations.

Grow

We believe in the potential of purposeful action, so we constantly search for ways to further support our advisors as they navigate the ever-changing environment of the financial services industry. In fact, we conduct annual surveys of our women advisors to ensure our activities are reflective of their needs. In response to their feedback, recent enhancements to the program include an expansion of the Women's Resource Center, the creation of additional compliance-approved marketing materials, and increased coaching and mentoring support for our experienced advisors.

AdvisorChoiceSM

AdvisorChoice is a flexible, innovative platform designed to provide you with what you need to succeed in your practice. Through the options that Raymond James offers, you'll find both the independence you want, and the support and resources you require for your practice to thrive.

Advisors choose Raymond James because we do things differently. In addition to providing you with a choice of business models, we champion your right to make your own decisions. And we treat you as our client, because it's the best way we've found for you to achieve your goals.

Different by Design

At Raymond James, we value the contributions of all advisors and we know that your success provides the foundation for our own. That's the Raymond James difference ... and it's why we've developed resources like the Raymond James Network for Women Advisors.

The Network is just one example of our dedicated support for advisors. By offering regular educational and networking opportunities and providing exceptional resources to help serve your clients and build your practice, the Network for Women Advisors responds to your specific needs.

It's just one more way we demonstrate the difference that is Raymond James.

celebrate
all you are and all you can be

RAYMOND JAMES®
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