

# INVESTED IN MINNESOTA & THE DAKOTAS

A LOOK INSIDE THE COMPANY AND CULTURE OF  
RAYMOND JAMES IN MINNESOTA AND THE DAKOTAS

- ↑ MANAGER'S LETTER
- ↑ PROTECT YOUR LEGACY
- ↑ COMPLEX HAPPENINGS
- ↑ MEET OUR MARKETING AGENCY
- ↑ AT A GLANCE
- ↑ ADVISOR BILL OF RIGHTS



## PROTECT YOUR LEGACY

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

» page 5



## OUR IN-HOUSE AGENCY

You don't need to be a marketer; you just  
need to know us.

» pages 6 – 7



## A firm built with and for advisors

Dear fellow advisor,

We're proud of our culture here at Raymond James, which is based on core values like independence, integrity, long-term thinking and putting clients first. It's what differentiates us from others in the industry, and why our firm has thrived for more than six decades.

At Raymond James, we prioritize the advisor-client relationship and believe that you know your business best and should be able to run it on your own terms. We also believe our advisors should have access to the resources and capabilities you'd expect from a national firm, regardless of the affiliation model they choose.

Within the pages of this newsletter, you'll discover some of those resources and the other ways we support every advisor in deepening their client relationships and growing their practice. For example, our ever-evolving technology platform helps improve client communication and increase business efficiency; our in-house, full-service marketing agency enables advisors build their brand and connect with new prospects; our Succession & Acquisitions Planning team guides advisors through the process of selling their practice or buying an

existing one; and our sophisticated private wealth solutions empower advisors meet the most complex client needs. You'll get a taste for our people-first culture and read about some of our recent professional accomplishments.

I invite you to explore the advantages of Raymond James and to contact me at any time for a confidential conversation about a future at our firm.

Sincerely,



**PETER KING**  
Complex Manager, Minnesota & Dakotas  
Senior Vice President, Investments  
T 612.332.2977  
peter.h.king@raymondjames.com

## Raymond James at a glance

Raymond James has delivered **146 consecutive quarters of profitability**. We credit much of this performance to the firm's client-first perspective and adherence to its founding core values of **professional integrity, advisor independence and a conservative, long-term approach to investing**.

### BY THE NUMBERS

- ▶ Approximately **8,800** financial advisors
- ▶ Approximately **\$1.48 trillion** in total client assets
- ▶ More than **2x** required total capital ratio
- ▶ Stable outlook credit ratings of **A-**, **A-** and **A3** from Fitch, S&P and Moody's

### DID YOU KNOW?

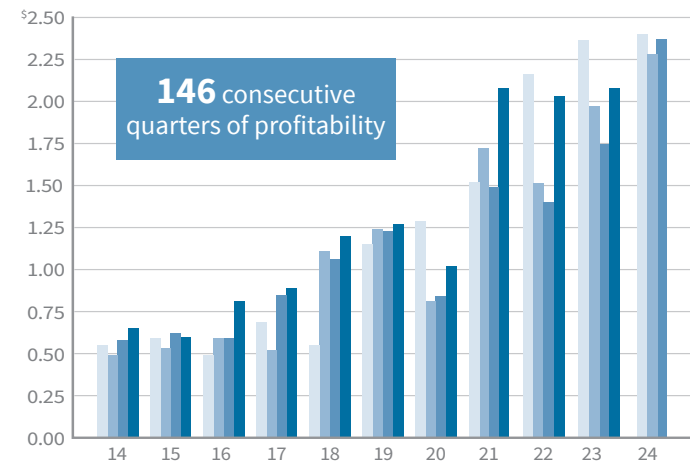
Continuing its tradition of giving back, Raymond James and its associates donated to charitable organizations in 2023, including **\$6.9 million** to the United Way.

The firm also celebrated **13 years** of Raymond James Cares Month. More than **3,300 associates** volunteered over **8,300 hours** benefiting **269 charitable organizations** across **120 communities**.

Raymond James was the first in the nation to publish its Client Bill of Rights, setting the standard for the industry.

### STRENGTH AND STABILITY<sup>1</sup>

Earnings Per Share (Basic)

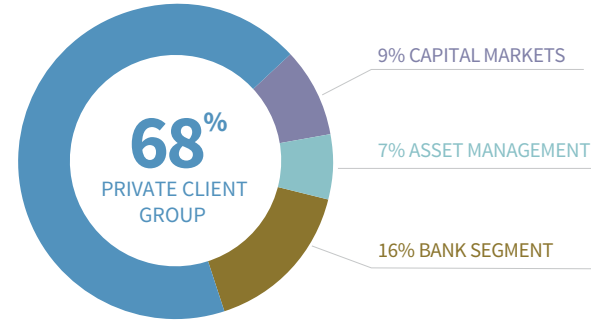


<sup>1</sup>During our fiscal fourth quarter of 2021, the Board of Directors approved a 3-for-2 stock split, effected in the form of a 50% stock dividend, paid on September 21, 2021. All share and per share information has been retroactively adjusted to reflect this stock split.

### A DIVERSIFIED SET OF BUSINESSES<sup>2</sup>

Total net revenues of \$11.6 billion

Total net revenue for fiscal year ending Sept. 30, 2023



<sup>2</sup>Pie chart is intended to show relative contribution of each of the firm's four core business segments. The chart does not include intersegment eliminations or the "Other" segment. "Other" includes the firm's private equity investments, interest income on certain corporate cash balances, as well as certain corporate overhead costs of Raymond James Financial including the interest cost on our public debt, losses on extinguishment of debt and certain acquisition-related expenses.

As of 6/30/2024. 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. © 2024 Raymond James & Associates, Inc., member New York Stock Exchange/SIPC. © 2024 Raymond James Financial Services, Inc., member FINRA/SIPC. Investment products are: not deposits, not FDIC/NCUA insured, not insured by any government agency, not bank guaranteed, subject to risk and may lose value.



# Complex happenings

► Congratulations to our **Raymond James & Associates office in Sioux Falls** on becoming a new member of the Greater Sioux Falls Chamber of Commerce! We celebrated in August with a wonderful ribbon cutting ceremony at their newly renovated office. We're proud and humbled to be a Chamber member and to serve the greater Sioux Falls community.



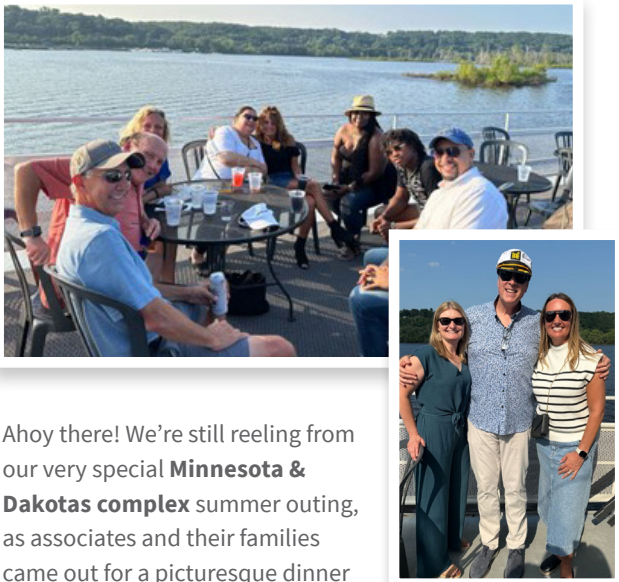
► The 2024 Kilt 'em With Kindess Golf Scramble was a huge success! **Mary, Jennifer, Jenny, and Amanda** represented the WealthSage Advisors and made us proud. The funds raised this year went to local Sioux Falls Ronald McDonald House.



► Giving back to our great communities is a big part of who we are at Raymond James. Each May our offices in the **Minnesota & Dakota complex** celebrate the Raymond James Cares program, a yearlong initiative centered around community involvement and volunteerism. The **Minneapolis and Edina team** had a blast at 2nd Harvest! \*Not pictured\* 1,573lbs (791 bags) of packaged oatmeal.



► Ahoy there! We're still reeling from our very special **Minnesota & Dakotas complex** summer outing, as associates and their families came out for a picturesque dinner cruise along the St. Croix. What a perfect celebration of summer and our fabulous team!



◀ We are pleased to welcome Dan Camarigg, Senior Vice President, Investments to our office in Sioux Falls, South Dakota.

# 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 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](https://raymondjames.com/advisor-opportunities).





A collective team of marketing talent comprising account services, creatives, operations and product management.

## You don't need to be a marketer; you just need to know us

Meet the Raymond James in-house marketing agency, a team of more than 170 people supporting advisors and business units with strategy and creativity.

Every marketing journey requires an approach that balances strategy with flexibility to meet specific needs, goals and aspirations. To deliver that, our in-house agency blends creativity with a deep understanding of both an advisor's business and the financial world.

Marketing works alongside advisors – both pre- and post-transition – to grow, build or refresh their brand. They skillfully weave together visions and goals to design logos, develop websites, create touchpoint materials and support long-term, sustainable marketing plans.

At every juncture, Marketing is equipped to provide a range of adaptable, personalized support services:

- **Advice and consulting:** For advisors newer to the firm, this support service acts as a fast-track to answers, direction on next steps, or recommendations on who's best positioned to assist with specific marketing needs.
- **Communications and connections:** Marketing creates diverse content in a variety of forms that advisors can leverage and distribute to their clients to help nurture relationships and keep lines of communication open.

- **Brand building:** No matter their affiliation, advisors retain the autonomy to establish their own brand and shape their business. Marketing helps advisors navigate both the fundamental branding questions and refining the intricate details that enhance their business' presence.

In addition, Supervision is an integral component of the daily workflow.

Every piece of marketing collateral or content produced by the agency undergoes a compliance review, ensuring that advisors have easy access to approved marketing materials.

### FORGING A POWERFUL PRESENCE

In today's competitive landscape, Marketing recognizes the importance of staying up to date on social media platforms and trends. Not only does social media offer valuable opportunities for advisors to connect with

clients and professional contacts in an authentic way, but it also enriches an advisor's brand and strengthens their digital footprint.

With RJ Connect, advisors are in control. This platform streamlines social media and email usage, giving advisors the flexibility to choose between firm-created content or their own content with customizable templates.

Once advisors connect their social media accounts to RJ Connect, an added layer of supervision preserves the advisor's ability to share personal photos with their network – be that of their Christmas party or client wine tasting event. Using AI technology, this supervision tool helps advisors effectively manage social media engagement risks with quick approval turnaround times.

Additionally, advisors can subscribe contacts or existing lists to receive automated recurring newsletters via email, staying top of mind with timely, popular content.

### INTEGRATION AND TECHNOLOGY

Raymond James Marketing iteratively explores new ways to help empower advisors, which is why integration remains a core focus, with the goal to seamlessly connect advisors to the firm's various platforms.

For example, all advisor websites are integrated with the Client Access system. No need for separate websites and logins. Clients can access their account directly from their advisor's website.

Financial advisor websites smoothly integrate with RJ Connect, alongside the social media and email marketing platforms used by Marketing. The tool offers advisors the option to leverage corporate content or create custom social media and email messages that are seamlessly approved. Like social, email marketing content undergoes automatic supervision monitoring.

RJ Connect currently includes features for managing contacts and lists, allowing for personalized emails to be sent to specific clients and prospects. The future integration with RJ CRM will seamlessly transfer pre-existing email contacts, further streamlining the process of syncing contacts. This integration will allow advisors to continue leveraging a valuable blend of corporate and personalized content alongside the ability to create custom contact lists.





# The Financial Advisor Bill of Rights

Raymond James is committed to providing advisors with the resources they need to grow their business and the independence to do so on their own terms. So much so, we put it in writing.

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 your 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.

## Get to know the people of Raymond James in Minnesota and the Dakotas

If you'd like to learn more about the advisor-centric culture at Raymond James, we invite you to reach out for a confidential conversation.

### **WILL GUTHRIE**

*Branch Manager, Edina*

D 612.332.9639

[will.guthrie@raymondjames.com](mailto:will.guthrie@raymondjames.com)

### **PETER KING**

*Complex Manager, Minnesota - Dakotas*

D 612.332.2977

[peter.h.king@raymondjames.com](mailto:peter.h.king@raymondjames.com)

### **BEN KNEELAND**

*Branch Manager, Duluth*

D 218.727.3928

[benjamin.kneeland@raymondjames.com](mailto:benjamin.kneeland@raymondjames.com)

### **JENNIFER SHERMAN**

*Branch Manager, Sioux Falls*

D 605.910.7981

[jennifer.sherman@raymondjames.com](mailto:jennifer.sherman@raymondjames.com)

**RAYMOND JAMES®**

NOT FOR CLIENT USE

© 2024 Raymond James & Associates, Inc., member New York Stock Exchange/SIPC.  
Raymond James® is a registered trademark of Raymond James Financial, Inc. 24-BR3BB-0065 JPR 10/24