Tracking 3454547 Approved: 02/19/2021 Expiration: 02/19/2022

Magaly Williams

Magaly Williams

RAYMOND JAMES®

February 19, 2021

FOR IMMEDIATE RELEASE
Media Contact: Michael J. Fowler MBA, CFP, CPFA
www.raymondjames.com/evenkeel

Even Keel Wealth Advisors of Raymond James TO HOST "Why Estate Planning Matters"

Norfolk, Va – Even Keel Wealth Advisors will host ["Why Estate Planning Matters" on March 17, 2021. The zoom webinar will support and benefit their current clients as well as members of the Old Dominion University Alumni Association, The Hampton Roads Chamber of Commerce, and the Downtown Norfolk Council.

This will be the only time the team at Even Keel Wealth Advisors will host their "Why Estate Planning Matters" webinar in 2021. Taking place on a ZOOM webinar, the "Why Estate Planning Matters" at 5pm on March 17, 2021 will be an opportunity for attendees to learn more about the pitfalls and unintended consequences of not having a basic estate plan in place. Raymond James and Associates have extensive estate and trust administration capabilities. The local Raymond James team at Even Keel Wealth Advisors are passionate about educating their clients and larger community members about the importance of financial well-being concepts such as Estate Planning amongst many others.

"The "Why Estate Planning Matters" webinar provides an excellent chance for our team to give back to the communities we are in support of and participate in. Even Keel senior partner, Mike Fowler, states "We're honored to host this special educational webinar, and look forward to the opportunity to further connect with our neighbors and friends in the communities we care so much about."

For more information about the "Why Estate Planning Matters", please visit www.raymondjames.com/evenkeel and see details of the event under the "Working with Us" banner. Please rsvp through the portal under the "Contact Us" or call us at 757-807-2840.

About Raymond James Financial, Inc.

Raymond James Financial, Inc. (NYSE: RJF) is a leading diversified financial services company providing private client group, capital markets, asset management, banking and other services to individuals, corporations and municipalities. The company has approximately 8,200 financial advisors. Total client assets are \$1.02 trillion. Public since 1983, the firm is listed on the New York Stock Exchange under the symbol RJF. Additional information is available at www.raymondjames.com.

Forward-Looking Statements

Certain statements made in this press release may constitute "forward-looking statements" under the Private Securities Litigation Reform Act of 1995. Forw ard-looking statements include information concerning future strategic objectives, business prospects, anticipated savings, financial results (including expenses, earnings, liquidity, cash flow and capital expenditures), industry or market conditions, demand for and pricing of our products, acquisitions and divestitures, anticipated results of litigation, regulatory developments, and general economic conditions. In addition, words such as "believes," "expects," "anticipates," "intends," "plans," "estimates," "projects," "forecasts," and future or conditional verbs such as "will," "may," "could," "should," and "would," as well as any other statement that necessarily depends on future events, are intended to identify forward-looking statements. Forward-looking statements are not guarantees, and they involve risks, uncertainties and assumptions. Although we make such statements based on assumptions that we believe to be reasonable, there can be no assurance that actual results will not differ materially from those expressed in the forw ard-looking statements. We caution investors not to rely unduly on any forward-looking statements and urge you to carefully consider the risks described in our filings with the Securities and Exchange Commission (the "SEC") from time

to time, including our most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, which are available at www.raymondjames.com and the SEC's website at www.sec.gov. We expressly disclaimany obligation to update any forward-looking statement in the event it later turns out to be inaccurate, whether as a result of new information, future events, or otherwise

About Raymond James & Associates

Raymond James & Associates, Inc., member New York Stock Exchange/SIPC, which has built a national reputation for more than 50 years as a leader in financial planning for individuals, corporations and municipalities, is a wholly owned subsidiary of Raymond James Financial, Inc. (NYSE-RJF), a leading diversified financial services company with approximately 8,200 financial advisors throughout the United States, Canada and overseas. Total client assets are \$1.02 trillion. Additional information is available at www.raymondjames.com

About Raymond James Advisor Select

Advisor Select was introduced by Raymond James & Associates in 2004 to offer financial advisors a unique, turn-key platform that provides many of the benefits of independence, but without some of the administrative burdens associated with being fully independent. Advisor Select advisors have the freedom to select their office location, the ability to determine support personnel needs and compensation, and significant ownership and control over their branch's P&L; Advisor Select advisors also have access to Raymond James' full offering of employee benefits as well as the firm's back office support services such as accounting, financial reporting and human resources.