RAYMOND JAMES

Your path to becoming an advisor

There's more than one way to start your journey at Raymond James – get to know them.

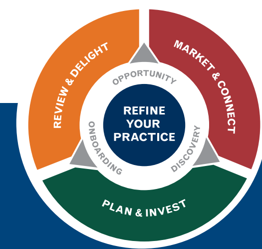
ADVISOR MASTERY PROGRAM

Since its founding in 2012, the Advisor Mastery Program (AMP) has been helping transform exceptional candidates into successful financial advisors. Applying a holistic approach that incorporates distance learning, in-person curriculum, experienced corporate coaches and real-world mentoring, AMP is preparing a new generation of advisors to serve the next generation of clients.

AMP AT A GLANCE

- Two-thirds of active candidates are at or above **125% of their standard goal,** qualifying for club recognition status
- **50% of graduates** joined advisor teams, while **50% are standalone advisors**
- All own **100% of their books of business***
- A commitment to gender and ethnic diversity – historically, **more than 30% of candidates are diverse**

All backed by a firm with 129+ consecutive quarters of profitability.



OPTIMIZING YOUR BUSINESS

AMP is built on the Raymond James Practice Intelligence Model. Designed for advisors who want to assess and refine their practices, the process works to identify strengths and weaknesses, create strategic plans and effectively serve clients.

INTRODUCTORY PERIOD

MONTHS

0-6

Series 7 and 66 Licensing Prep/Exam
Life, Health and VA Licensing Prep/Exam
Distance Learning
Shadow Experienced Advisors

FOUNDATIONAL PERIOD

MONTHS

7-18

Client Experience Process
Develop an Effective Business Plan
Industry Recognized Designation
Product Solutions and Firm Resources

CUSTOMIZED GRADUATE EDUCATION

MONTHS

19→

CERTIFIED FINANCIAL PLANNER™ (optional with manager approval)
Raymond James Conference Attendance Roadmap
Industry Designation Roadmap
Group and Individual Coaching Opportunities

RaymondJames @RJAdvisorChoice RaymondJames

WEALTH MANAGEMENT ASSOCIATE PROGRAM

Raymond James' Wealth Management Associate Program (Wealth MAP) is designed to provide a solid foundation for well-rounded candidates passionate about launching a career, but not yet ready to build a book of business on their own. The invaluable experience gained through Wealth MAP enhances graduates' ability to maximize the benefits of AMP and fully prepare for its entrepreneurial focus on building a book of business.

WEALTH MAP AT A GLANCE

- Two-year program with multiyear salary
- Immediately work in a branch setting
- Community and professional networking

LEARN

- Pass the Securities Industry Essentials (SIE), Series 7 and 66 exams during first four months
- Learn technology tools like Goal Planning & Monitoring (GPM) and Client Access

REFINE

- Practice relationship foundations by evaluating client financial needs, investment opportunities, current holdings and available investment capital
- Practice business development strategies

INTERACT

- Share financial plans with advisors and present to clients

Already Registered?

Our one-year Registered Associate Mentoring Program (RAMP) is specially designed for registered Raymond James associates who are serious about a career transition. RAMP combines proven educational resources and tools with individual mentoring and one-on-one coaching from successful advisors.

Selection for RAMP is based on an application. Participants must devote approximately one to two hours per week to the program, with additional hours during the 18-week Accredited Asset Management Specialist^{SM} (AAMS®) self-study course and exam by the College for Financial Planning.

To learn more, visit **RaymondJames.com** or search **AMP**, **Wealth MAP** and **RAMP** on **RJnet**.

RAYMOND JAMES®

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