

Practice Exchange: A platform for a successful succession

After devoting years of your life to developing and enhancing your business, you deserve a plan that will allow you to maximize the fruits of your hard-earned labor and prioritize the ongoing success of the business you helped build. Similarly, if you're an ambitious advisor seeking to expand your reach and grow your assets by acquiring a new business, you deserve to find the perfect fit for your goals.

It's in that spirit that Raymond James created Practice Exchange, our succession planning platform. Practice Exchange is designed to help you find your ideal buyer or seller when the time is right.

Practice Exchange offers a wide range of benefits, including:

- Enhanced access to educational resources, succession planning tools and a consulting team – all in one place
- A new valuation tool that allows advisors to review an estimated range of value for their practice
- The ability to pinpoint succession opportunities by allowing advisors to register as a buyer, seller or catastrophic partner
- A secure space to review agreements, perform due diligence and negotiate with future partners
- The option to upload and store a catastrophic succession plan



WHAT SUPPORT WILL I RECEIVE?

Committed to helping you pursue your growth and succession goals, the Succession and Acquisition Planning team is ready to support you each step of the way. No matter what questions you may have, count on us to help you build and document your succession plan using our new tool.

An **award-winning** resource at your fingertips!



Practice Exchange was chosen for a **2022 WealthManagement.com Industry Award** in the Champion of Practice Management category.* Practice Exchange was selected from nearly a thousand nominations by a committee of industry executives. The WealthManagement.com Industry Awards recognizes the forerunners of innovation and leadership in support of financial advisor success.

*The WealthManagement.com Industry Awards for brokers/dealers with greater than 1,000 advisors in the practice management category are based upon completion of a nomination application. For the 2022 awards, more than 300 companies submitted 900 nominations. Firms nominate their initiatives created to help advisors better do their jobs. Firms can submit their initiative nominations for one of 128 total award subcategory awards. A panel of industry professionals, which includes individuals from industry publications, industry consulting firms and brokerage/advisory firms, are selected to vet the finalists and vote on a winner or winners for a particular category or subcategory award. The honorees were chosen for the award based upon the following methodology: 1.) A new initiative, program or enhancement to an existing platform that helps broker/dealer advisors manage a better business. 2.) Initiatives can include the various practice management areas, such as marketing services/support, sales process, succession planning, human capital, organizational structures, business planning/strategy, compensation plans, benchmarking or compliance. 3.) Criteria include quantitative measures, such as scope, scale, adoption, usage, feature set, advisor survey scores, etc., along with qualitative measures, such as innovation, creativity and new methods of delivery. This award is bestowed by an independent third party not affiliated with Raymond James. Raymond James has not paid a fee in exchange for this award. This recognition is not an endorsement of Raymond James or representative of client experience with the firm or its advisors.

Reach out to your business development consultant to learn more.

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