Not too big, not too small ... Raymond James is just right.

MARY BROOKS, CFP®

SENIOR VICE PRESIDENT, INVESTMENTS

Integre Wealth Management
of Raymond James
Walnut Creek, California

Formerly with Citigroup Global Markets, Inc.

For me, it's all about values and integrity, and I wanted to transition to a firm that shares that same philosophy. I found true transparency at Raymond James. From the moment we began discussions, they were happy to answer questions and willing to get back to me, and always followed up on time as promised. The culture they offer advisors comes through in everything they do, even the way they answer the phone – "Good morning, how can I help you and your clients?" The culture is supportive and full of integrity, and they obviously have a lot of respect for their advisors. There is a "service first" mentality that starts with Tom James and goes all the way down to the person who answers the phone when you call the home office. This is exactly the way I view my own clients, so there is complete harmony between the firm and me.

> **"Everything Raymond James says about their corporate culture is actually true."**

My clients were excited about the move to Raymond James. For those who weren't familiar with the firm, they did research and found out that Raymond James was very highly regarded. Not only was that a big relief, but the transition process from my old firm was miraculous. The Transition department at Raymond James knew what to do to help me, and even sent a transition team out to my branch to help us. The move to Raymond James allowed me to reset my career after being exhausted from all the frustration with the markets. I was able to focus on bringing over my clients and concentrate on the kinds of clients that I want to build my business.

RAYMOND JAMES®

I enjoy the flexibility to be an entrepreneur and grow my own practice.

DIANE MORGAN

SENIOR VICE PRESIDENT, INVESTMENTS

Branch Manager
Raymond James & Associates
Dayton, Ohio

Formerly with Citigroup Global Markets, Inc.

> **In my first phone call to Raymond James, I asked for the president and was told he was in a meeting and would call back. He called me personally 30 minutes later.**

At Raymond James, I have the capability to make about 98% of the decisions for my branch, and my division level manager is available for any decisions I can't make. Or, I can simply pick up the phone and call Dennis Zank if I need to. At Raymond James, you own everything – from your decisions, to your book of business, to your marketing and branding.

We were with SmithBarney when Citigroup began to struggle, so I started looking for a firm that had national recognition for the right reasons. I was looking for a good cultural fit when I met with Dennis and Tom James at the Women's Symposium. They were honest, forthright with information and answered my questions very candidly. They made my group feel comfortable that we were getting all the information we needed.

At Raymond James, you own your book of business and there are far fewer levels of hierarchy in the management system. We have complete accessibility to upper level management, and they know exactly what is going on at the financial advisor level. Senior managers understand and focus on our business. Since the firm was founded on financial planning, the culture is truly supportive of that – as opposed to firms that emphasize buying and selling stocks. Being an advisor at Raymond James has given me more flexibility in doing business, managing assets and building relationships with clients.

I have the marketing flexibility to create a logo, build a website and do as much or as little as I want to build up our branch. The content provided by Marketing is extraordinary and highly professional. We did not have this kind of resource at our previous firm.

RAYMOND JAMES®

Their values match mine:
We both put clients first.

RUTH DOEPEL, CFP®, CIMA

SENIOR VICE PRESIDENT, INVESTMENTS

The Doepel Retirement Planning Group of Raymond James
Naperville, Illinois

Formerly with Wachovia Securities, LLC

> **I think it's really wise of Raymond James to understand that its relationship is truly with the advisor.**

I was originally part of a regional firm that was bought by a big firm, and the culture changed immediately in that the client no longer came first. My clients kept seeing bad news about the firm and were concerned that their assets were in danger if the bank went out of business. It was a very stressful time for both me and my clients, so I sought a better opportunity.

I moved my business in November 2008 – during the economic crisis – yet managed to retain 95% of my book. It was a difficult time in the market, but my clients stayed with me. They are so happy I'm no longer part of a big bank; they receive very personal, individualized attention and they appreciate that – just like I do.

Not only do the professionals at Raymond James understand that my clients are my clients, they treat me like I'm their client. There's a genuine familiarity when you call the home office or attend company events; it doesn't take long for them to get to know who you are and where you're located. They are very motivated to support us in any way possible to help us reach our goals and help our clients reach their goals. There were very few firms on my list that matched these kinds of values.

RAYMOND JAMES®