

NORCAL INSIDER

A LOOK INSIDE THE COMPANY AND CULTURE OF
RAYMOND JAMES IN NORTHERN CALIFORNIA

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HISTORY OF RAYMOND JAMES

The proven advantages of joining
Raymond James.

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THE PLATFORM OF THE FUTURE

Taking a long-term view of progress
creates opportunities along the way.

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After the next big thing

There's a lot to be said about the power of a single idea, whether it's a new method, a market-changing product or a different way to understand the information in front of us. But without another great idea, those whose ideas were once transformative can end up as just another one-hit wonder.

This is something we understand implicitly as financial advisors – it's why we don't tell our clients that their financial goals are just one strong stock pick away. Instead, we work with them to create an enduring financial engine and help them keep it moving forward.

This kind of long-term thinking is a central idea of the Raymond James culture. We were founded with a great idea – that an investor should consider their entire financial picture, not just their portfolio picks – and turned that idea into a tradition of progress.

In a nutshell, that tradition is what's behind our "Platform of the Future," the tools, technology, services, resources and practice game changers that have empowered thousands of advisors to take their businesses further. In this issue of Norcal Insider, you can see some of the components that make up our platform and understand how they can make a difference in your practice.

Also, in this issue, you'll learn a little bit about how Raymond James got started, how we continued to pivot toward progress and where we are today. You can also read our Financial Advisor Bill of Rights, a cornerstone document for our firm and our industry.

If this approach to the future appeals to you, I'll be glad to speak with you about yours.

Sincerely,

NATHAN CLAKLEY, MBA

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The start of something different

When Bob James founded Raymond James in 1962, he did so based on a belief that clients deserved more than help with investment decisions – they needed advice that considered their entire financial pictures. As a result, Raymond James has always been a different kind of firm, one that embraces long-term planning and methodical decision-making, and remains focused on what matters most: your clients.

That approach has continually supported our growth as a preeminent financial firm serving advisors and their clients on an international scale. Further, the company has expanded through the years to serve corporations, institutions and municipalities through significant capital markets, banking and asset management services. Six decades later, Raymond James continues to uphold its reputation for strength and stability through every kind of market environment.

As Bob James first suspected, by putting the success of others first, the firm's has followed close behind.

Our core values

WE PUT **CLIENTS FIRST**.

If we do what's right for our clients, the firm will do well and we'll all benefit.

WE ACT WITH **INTEGRITY**.

We put others above self and what's right above what's easy. We believe doing well and doing good aren't mutually exclusive.

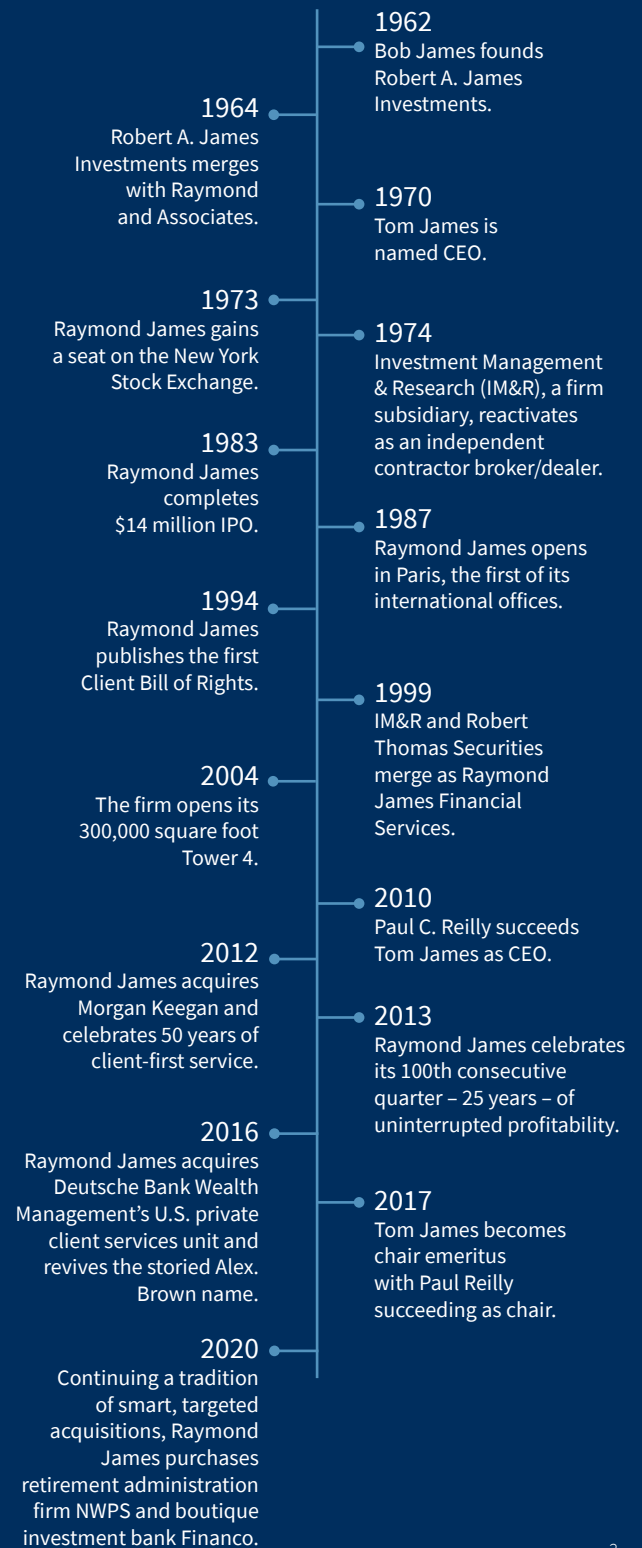
WE THINK **LONG TERM**.

We act responsibly, taking a conservative approach that translates into a strong, stable firm for clients, advisors, associates and shareholders.

WE VALUE **INDEPENDENCE**.

We respect autonomy, celebrate individuality and welcome diverse perspectives, while encouraging collaboration and innovation.

A history of strength and trust



The platform of the future

A long-term view on progress creates opportunities along the way

Raymond James was founded with revolutionary ideas about personal finance. The sparks that ignited our tradition of innovation still burn brightly today. We understood then – as we do now – that to stay ahead in a rapidly changing world, one has to be comfortable blazing new paths.

Our future-focused advisor platform is a product of that thinking. We offer services responsive to advisors' individual needs, resources designed to suit the contours of their businesses and a culture that puts advisors and their clients first.



Book ownership

YOUR BUSINESS

Our commitment to advisor book ownership reflects our respect for the client-advisor relationship. We work to gain advisors' trust as true partners, providing the service and support they need to thrive – not by holding onto something they built and should rightly be theirs.

Learn more at joinrja.com



AdvisorChoice®

YOUR OPTIONS

Nearly two decades ago, we launched AdvisorChoice®, the innovative idea that advisors' businesses shouldn't have to squeeze into a single mold. With multiple affiliation options and service levels, we offer advisors what they need to fit their vision with uncompromised services and support for every business model.

Learn more at advisorchoice.com

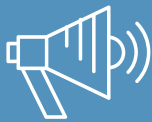


Technology

YOUR WORKSPACE

Our technology works for advisors because our innovation is driven by advisors, making our tools responsive, easy to use and mobile, allowing you to take your office wherever you go. Fully integrated, single-sign-on functionality and deep customization go even further to give you more time working with your clients and less time managing the back office.

Learn more at raymondjames.com/advisortech



Marketing

YOUR BRAND

Work with us to develop a brand truly aligned with your practice, your innovative spirit and your style. Our dedicated in-house agency brings the creativity and experience of more than 150 marketing professionals who can make sure that when you're not there to make the right impression, your brand is doing it for you.

Learn more at raymondjamesmarketing.com



Succession
planning

YOUR LEGACY

When advisors join us, they often find their passion for the job reignited and their retirement plans put on hold. But when the time does come – as planned or in response to life's many developments – our Succession & Acquisition Planning team can help guide your decisions as you do for your clients, and with as much care.

Learn more at rjsuccession.com

Make our platform of the future **your foundation for growth**

We believe our success follows when we enhance advisors' relationships with their clients. To see how this approach can benefit your clients and your practice, reach out to one of our consultants for a discreet, confidential conversation. Reach out to us at: raymondjames.com/advisor-opportunities/contact-us/talk-to-a-recruiter

Raymond James at a glance

Raymond James has delivered **137 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 **8,700** financial advisors
- ▶ Approximately **\$1.26 trillion** in total client assets
- ▶ More than **2x** required total capital ratio
- ▶ A-, **stable outlook credit rating** (Fitch)

DID YOU KNOW?

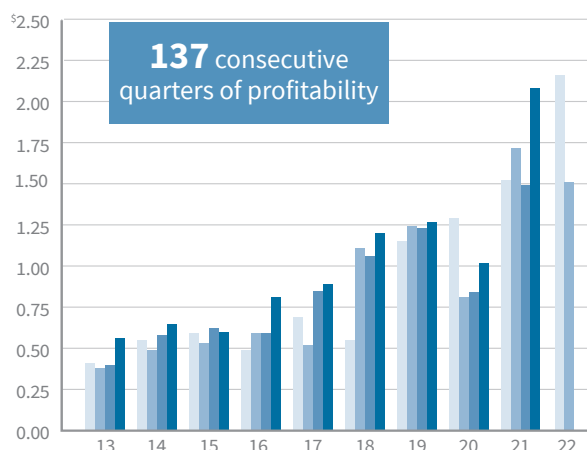
Continuing its tradition of giving back, Raymond James and its associates donated to charitable organizations in 2021, including **\$7.2 million** to the United Way.

The firm also celebrated **10 years** of Raymond James Cares Month. More than **2,200 associates** volunteered nearly **6,700 hours** benefiting **250 charitable organizations** across **105 communities**.

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

STRENGTH AND STABILITY¹

Earnings Per Share (Basic)

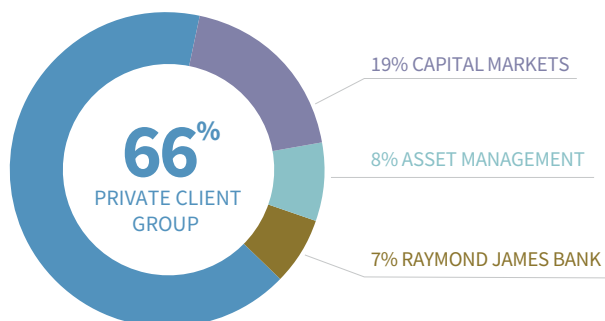


¹During our fiscal fourth quarter of 2021, the Board of Directors approved a 3-for-2 stock split, effected in the form of a 50% stock dividend, paid on September 21, 2021. All share and per share information has been retroactively adjusted to reflect this stock split.

A DIVERSIFIED SET OF BUSINESSES²

Total net revenues of \$9.8 billion

Total net revenue for fiscal year ending Sept. 30, 2021



²Pie 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 3/31/2022. 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. © 2022 Raymond James & Associates, Inc., member New York Stock Exchange/SIPC. © 2022 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. 22-BDMKT-5473 TA 5/22

THE RAYMOND JAMES
Financial Advisor
Bill of Rights

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 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.

PAVING THE WAY BY PUTTING PEOPLE FIRST

When we first opened our doors in 1962, Raymond James revolutionized the financial world by putting people over products and doing what's right over what's convenient. While we've since grown into a leading firm, our unwavering commitment to our people – to advisors and their clients – continues paving our way forward.

Find out more about how invested
we are in Northern California – and in advisors like you.

If you'd like to learn more about Raymond James and the multiple affiliation models we can offer advisors, or if you'd simply like to get a better feel for the unique atmosphere we've created here in Northern California, we invite you to reach out. We look forward to hearing from you.

NORCALRJ.COM

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