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FOR IMMEDIATE RELEASE
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ALEX. BROWN ANNOUNCES NEW SOUTH FLORIDA MARKET DIRECTOR

PALM BEACH, Fla. – As Alex. Brown, a division of Raymond James, deepens its Southern roots, the firm announced Eric Termini as the new director of its South Florida market. Termini will serve as regional executive for the Palm Beach office in addition to the Miami office he has managed since December 2019.

A 23-year veteran of the financial services industry, Termini says leading a market of this caliber has been a lifelong dream of his. “I believe we have a special opportunity here to be one of the largest markets in the firm.”

Atlantic regional director Brett Kellam agrees.

“Alex. Brown has wanted to establish a stronger presence in Palm Beach for a long time. We have opportunities in every direction from that location,” says Kellam. “And we’re fortunate to already have excellent advisors in that office. Not only do they have extensive experience and firsthand knowledge of our firm, they also have the proven ability to provide best-in-class client service and sophisticated investment expertise.”

As for selecting Termini to fill the role of director, Kellam says the choice was clear.

“It was partially a recognition of the positive approach he brought to Miami. We want that in our Palm Beach market, both on the recruiting front and when it comes to supporting existing clients and advisors. We were also inspired by the knowledge Eric brought with him from the outset,” says Kellam, referencing Termini’s past experience with international clients throughout Asia, Latin America, Europe and the Caribbean.

“In short, Eric has the industry experience, product knowledge and advisor relationship skills to elevate our support in the South Florida market – from Miami up to Palm Beach and potentially beyond – while helping grow those markets, which are really important to us.”

Like Kellam, President and CEO of Alex. Brown Haig Ariyan has full confidence in Termini’s abilities. “Eric’s energy and impressive work ethic, paired with his nuanced understanding of the support advisors want from their managers – including the autonomy they need to run their practice the way they see fit – make him an ideal fit for this position. I look forward to seeing him continue our growth momentum across South Florida, helping clients and advisors alike uncover the benefits of partnering with Alex. Brown.”

Recognizing the value of the South Florida market, Termini has his sights set on fueling organic growth while continuing to provide advisors the resources they need.

“I want to help our existing advisors grow to their fullest potential – because without them, we don’t have a business,” says Termini. “I want to be there for the client meetings, for the business plan reviews and to provide the hands-on support they wouldn’t receive anywhere else.

“My other goal is to attract the best talent on the street. We had a lot of success in Miami, and I really want to replicate and improve on that throughout the rest of South Florida.

“I want to connect with advisors who are seeking the flexibility and support that only Alex. Brown and Raymond James can provide. Here, advisors feel a sense of family that they haven’t felt in a long time. That’s something that’s missing from a lot of other large firms. But I’m committed to continue bringing that small-town feel to Wall Street, and I hope to instill that vision in our advisors and in this marketplace.”

In addition to bringing his vision to life, Termini also sees his new role in Palm Beach as a sort of homecoming.

“I grew up going to Palm Beach with my family,” he says. “It’s a place I’ve known for a long time, and where I have established a lot of meaningful, longstanding relationships. I know many of the business leaders in the area, from those in hospitality to retail and banking. So having this new role in the community feels very natural to me.”

About Alex. Brown, a division of Raymond James

Alex. Brown, a division of Raymond James, was originally founded in 1800, becoming the nation’s first investment bank. Alex. Brown advisors offer financial planning and wealth management services for high-net-worth individuals and institutions. The division’s broker/dealer of record is Raymond James & Associates, Inc., member New York Stock Exchange/SIPC, 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 approximately \$877 billion. Additional information is available at alexbrown.com.

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