RAYMOND JAMES | NORTHERN NEW JERSEY COMPLEX

SUMMER **2020**

INVESTED IN NORTHERN NEW JERSEY

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

Q&A WITH SCOTT CURTIS

President, Private Client Group

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VIRTUAL HOVS

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Dear Fellow New Jersey Advisor,

Our clients put significant trust in us to help them navigate the financial landscape and lead them to the decisions that are best for them. So much is at stake, which is why it's so important for us as financial advisors to really believe in the firm behind us.

In this issue of Invested in Northern New Jersey, we'll take a look at what sets Raymond James apart: empowering clients to be part of the decision-making and demonstrating unfaltering integrity. In this newsletter, you'll read a timeline of the firm's history and a reminder of the core values on which it was founded. Every story here illustrates just how Raymond James advisors are equipped and emboldened to live out these values every day. It shows in the commitment Private Client Group President Scott Curtis makes continuously to preserving a client-first culture. It shows in our in-person and virtual Home Office Visits available to help advisors experience the Raymond James culture for themselves, seeing first-hand the lengths taken to meet their and their clients' needs. And it shows with the wide slate of technology, including Advisor Mobile, designed to meet advisors' needs no matter where their business takes them.

Thank you for taking the time to read through these pages and learn a little bit more about our firm and the Northern New Jersey Complex. I look forward to talking with you soon.

Sincerely,

CHRIS LEAVY
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Complex updates

The Paramus branch expands

We're excited to announce that we recently completed the expansion of our current office location at 61 South Paramus Road in Paramus, New Jersey. Our new space was thoughtfully redesigned with our advisors and clients in mind. In addition to building out new office space and doubling our square footage, we also renovated our existing offices.

Complex Manager of the Year

A heartfelt congratulations to Chris Leavy on being named the 2019 Eastern Division Complex Manager of the Year. Here's to well-deserved recognition for doing outstanding work!

The annual Complex and Branch Manager of the Year awards are given to just three of the more than 200 complex and branch managers in the Raymond James & Associates system, based on nominations from the field and endorsements from the nominees' divisional and regional directors. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. No fee is paid in exchange for this award/rating.

Welcome aboard

Meet the newest addition to our Morristown branch – a $260 million team known as **The Dierkes Group**, consisting of senior vice presidents **René Dierkes** and **Frank McKenna**. Prior to joining Raymond James in 2019, René spent 29 years and Frank 19 at Morgan Stanley and its predecessor firms.

It's our pleasure to announce that **Diamond Private Wealth Partners** – made up of **Martin Diamond, David Colin, Cristina Curiale, Frank Buttacavoli** and **Debbie Garafalo** – officially joined Raymond James in January 2020. The multitalented team, who previously worked at UBS, forms part of our Paramus branch.

Drawn by our firm's client-first, advisor-centric values, **David Frank** joined our Morristown branch in January 2019. The 35-year industry veteran previously worked at Wells Fargo Advisors for 17 years and Prudential Securities for 11.

Forbes Best-In-State Wealth Advisors 2020

We'd like to congratulate the advisors who were named to Forbes' Best-In-State Wealth Advisors* list:

Gary Rosen and **Daniel Kramer** (both from Hackensack, NJ) and **Martin Diamond** (from Paramus, NJ)

*The Forbes ranking of Best-In-State Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weighs factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 32,000 nominations, more than 4,000 advisors received the award. This ranking is not indicative of advisor's future performance, is not an endorsement, and may not be representative of an individual client's experience. Neither Raymond James nor any of its financial advisors or RIA firms pay a fee in exchange for this award/rating. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please visit forbes.com/best-in-state-wealth-advisors for more info.

Secure office technology with or without the office

When offices around the world emptied in response to COVID-19, Raymond James' secure digital tools helped advisors maintain their businesses and client relationships during those critical early days. Advisor Mobile is one such asset that helped bridge the gap, allowing advisors to maintain the level of service their clients have come to expect. Even before the worldwide economic disruption, Advisor Mobile has been an avenue to elevate the relationship between clients and their advisors with secure, responsive communication and features created with advisor input.

Technology for advisors

The Raymond James Advisor Mobile app offers seamless access to key client, market and business data, putting the resources and information you rely on most at your fingertips.

- **KEY CLIENT INFO:** Quickly access client and account information including account balances, holdings, performance, recent trades and even upcoming birthdays.
- **CRM INTEGRATION:** Our CRM integration allows you to seamlessly track email conversations, view/add notes and assign tasks to teammates back in the office.
- **DICTATE NOTES:** Voice recognition is built into the Advisor Mobile app to capture information from the conversations you have with clients and stores seamlessly in CRM.
- **RUN AND VIEW REPORTS:** Run and view customizable client reports and report packages on the go with your mobile device – and print them with Apple AirPrint.
- **ADVISOR TEXTING:** You have the option to text message your clients directly from Advisor Mobile. Fully compliant with industry regulations, Advisor Texting automatically saves all incoming and outgoing messages. Clients receive texts as they would any SMS message.

MOBILE EMAIL AND CALENDAR: You can use a personal mobile device to receive and send Raymond James email, access work contacts, view and modify your work calendar and more. We use a third-party system to protect data on mobile devices, so there is no need to log in to the Raymond James network separately – with one easy setup, you are always connected.

ESIGNATURE: This efficient and secure mobile-friendly application obtains electronic signatures for eligible Raymond James forms. E-delivery of new account paperwork allows you to open new account relationships quickly and securely without the need to fax, print or mail a single document.

VIDEO CONFERENCING: Robust mobile capabilities enable you to connect with clients easily by video conference through Zoom.

VAULT: Vault allows quick, easy and secure storage for a variety of file types. You and your clients can use this collaboration tool to build stronger relationships by organizing their most important documents and using the comment feature to initiate conversations.

Advisor Mobile

Technology for clients

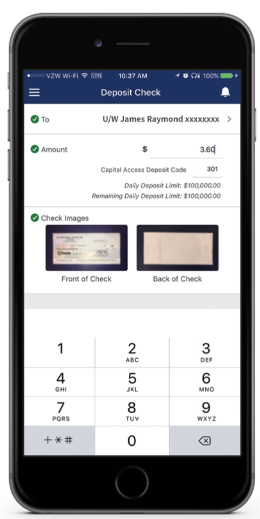
Clients can also rely on our robust mobile offerings to stay connected to their finances and your practice.

CLIENT ACCESS

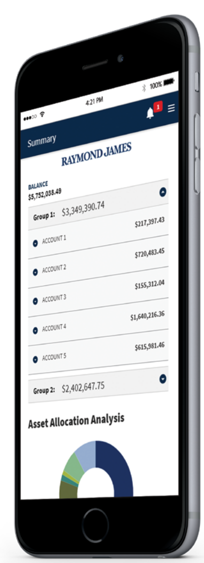
Client Access gives your clients access to their accounts from any device. From the mobile app or an internet browser, clients can monitor goals and view statements and documents, among many options, including:

- **MOBILE CHECK DEPOSIT:** Conveniently deposit checks using the camera on a smartphone or tablet.
- **SECURE FILE SHARING:** You and your clients can easily share documents securely, take notes and view updates to the document in real time.
- **PAPERLESS DELIVERY:** Important documents such as statements can be sent via e-delivery to guard against identify theft and reduce paper waste.
- **FUNDS TRANSFER:** Clients can easily move funds between Raymond James brokerage accounts or send funds to and from accounts at other financial institutions.
- **BILL PAY:** Clients with certain account types can securely manage their bills from anywhere.
- **GOAL PLANNING & MONITORING (GPM)**: Clients can access their financial plan, review their goals, track progress for achieving those goals or even dream a little using the PlayZone®.

Client Access site



Mobile check deposit



Client Access app

Demonstrating our dedication to advisors

Home office visits allow advisors to see the full measure of Raymond James' commitment to them and their clients.

WHAT TO EXPECT FROM YOUR HOV

IN-PERSON HOV

When you step foot inside the Raymond James international headquarters, you'll see what we mean when we say we put clients first. And you'll see how we do it – by supporting advisors.

We'll start your in-person HOV by arranging your travel accommodations to St. Petersburg, Florida, for a behind-the-curtain tour tailored to match your specific needs and interests. Once here, you'll be introduced to the areas you most want to explore. You'll also meet with executive leaders to talk about growing your business, and you'll do it all discreetly and confidentially.

VIRTUAL HOV

Our virtual HOVs offer the same personalized and enriching experience from the comfort of your office or home. Additionally, you'll have the option to customize your agenda even more, allowing your HOV to span half days, multiple days or a full day.

What you'll experience

OUR CULTURE

Our advisor-centric, client-first culture is the No. 1 reason advisors join our firm – and why they stay.

FREEDOM

From AdvisorChoice to our suite of fee-based programs, we give you the freedom and support to build your business as you see fit.

PARTNERSHIP

Here, you'll never be just a number, but a top priority and a true partner.

Who you'll hear from

RAYMOND JAMES TRUST
Through our wide-ranging personal and charitable trust offerings, you can deliver truly holistic service while deepening client relationships.

WEALTH SOLUTIONS
Our professionals cater to the planning and wealth management needs of high-net-worth clients – always working as your partner, never your competition.

MARKETING
Our award-winning, in-house marketing agency can help craft your own personal brand and access turnkey materials to connect with clients like never before.

ASSET MANAGEMENT SERVICES
Our AMS team offers a wide range of fee-based portfolios designed to help you create a solution for any investor need.

BANK AND LENDING
Raymond James offers sophisticated bank and lending solutions to help you meet your clients' distinct needs.

EQUITY RESEARCH
We have approximately 60 analysts in the U.S. and Canada covering more than 1,000 companies in nine industries.

SUCCESSION PLANNING
Whether you're preparing to retire or seeking to grow by acquiring another practice or book of business, our Succession Planning team is here to help.

TECHNOLOGY
Raymond James invests an annual average of $340+ million into developing and streamlining a suite of technology tools created in direct collaboration with advisors.

PRACTICE MANAGEMENT
PCG Education & Practice Management gives you full access to the resources and support you need to streamline and expand your business.

Who you'll meet

OUR EXECUTIVE TEAM
Dedicated to helping advisors grow their businesses, our senior leaders make themselves accessible to you – eager to listen and offer feedback.

PRODUCT AND SERVICE AREA EXPERTS
Our subject matter experts take the time to learn about you, your practice and business goals to identify how we can best fulfill your specific objectives.

THE TRANSITIONS TEAM
Our Transitions team – one of the largest in the industry – provides one-on-one guidance and holistic support that lasts far beyond your transition.

Q+A

An interview with Scott Curtis

Scott Curtis, the recently appointed president of the firm's Private Client Group, shares his thoughts on his new role and preserving the firm's distinctive culture as it grows.

Scott Curtis
President, Private Client Group

As president of Raymond James Financial Private Client Group, Scott Curtis is responsible for all of the firm's domestic PCG divisions. The domestic Private Client Group consists of approximately 8,100 advisors and generates approximately 69% of the firm's revenues.*

Scott was promoted to his current position in June 2018 after six years as president of Raymond James Financial Services, the firm's independent affiliation channel, and six years as senior vice president of Raymond James & Associates. In those leadership roles, he was responsible for prioritizing and directing numerous initiatives focused on revenue growth, efficiency enhancements, service improvement and risk mitigation. He joined Raymond James in February 2003 as president of Raymond James Insurance Group, having spent the prior 13 years of his career with GE Financial Assurance in a variety of senior leadership roles.

Outside of Raymond James, Scott serves on the board of the Financial Services Institute and is a member of the FINRA Membership Committee. Scott is also a board member of the Chi Chi Rodriguez Youth Foundation and recently joined the United Way Suncoast Board of Directors.

*As of 12/31/2019

Q. Our CEO Paul Reilly defines the vision of the firm as being "the premier alternative to Wall Street." How do you help deliver on this vision?

A. Our actions and behaviors reflect Raymond James' core values of putting clients' interests first and treating advisors as our clients, respecting their independence regardless of affiliation choice. Raymond James' advisor-support resources and capabilities equal or exceed most of our competitors, especially when it comes to advisor-facing technology tools.

Q. Last year you were promoted to president of Raymond James Private Client Group. Can you tell us how your previous experience positioned you for this new role and your vision for the next five years?

A. That's quite a question. My career in the financial services industry includes a variety of experiences, including institutional fixed income sales, investment products management and development, operations management, and wealth management business leadership. Looking back, the past 20 or so years I've been in roles supporting the success of financial advisors. Looking ahead, despite rapid technology advancements and easier access to information, I expect the majority of people with investable assets will continue relying on trusted, professional, competent advisors for wealth management assistance. The best advisors will deliver more holistic, comprehensive advice and guidance while leveraging technology applications and tools for efficiency, documentation, and delivering better client experiences and outcomes. Communication preferences will evolve, as will regulatory expectations, but I expect the fundamental focus of our profession, clients and their financial well-being, will continue. Raymond James will also evolve and adapt while continuing to enhance support resources and capabilities for advisors to better manage existing client relationships and develop new ones.

Q. With the rapid growth in the areas of operations and risk management, how is Raymond James protecting and reinforcing our advisor-focused culture?

A. Your question hits a hot button. Preserving the firm's culture is receiving significant attention across the organization and especially from the firm's senior leadership team. The firm's client-first and advisor-focused culture differentiates Raymond James from others in our industry. Raymond James values set the tone, and associates' behaviors reflect the firm's culture – at all levels. The new leaders and associates are attracted to Raymond James for career growth opportunities and because of our culture. Communicating our core values and educating new associates regarding expected behaviors starts with those of us who've been with the firm for many years. Prompted by the personnel increases, we've been more proactive and intentional recently with educational presentations and communications regarding culture. It requires effort and proactive communication by everyone, including advisors and branch professionals. An experience that doesn't reflect Raymond James values and culture requires attention to address and prevent it from recurring. I'm confident with everyone thinking and talking about it, we'll continue preserving the behaviors and cultural proof points that distinguish our firm and make it special.

> "Looking ahead, despite rapid technology advancements and easier access to information, I expect the majority of people with investable assets will continue relying on trusted, professional, competent advisors."
>
> – SCOTT CURTIS

A story worth telling

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 picture. As a result, Raymond James has always been a different kind of firm. One that embraces long-term planning, 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 clients across North America and overseas. Further, the company has expanded through the years to serve corporations, institutions and municipalities through significant capital markets, banking and asset management services. More than 58 years later, Raymond James has upheld a reputation of 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

CLIENT FIRST The firm takes care of clients and their financial well-being through a focus on people, not products.

CONSERVATISM Disciplined decision-making and a long-term approach to financial planning make us conservative, pragmatic and proud of the way we do business.

INTEGRITY A straightforward approach to doing business – along with a fundamental belief in doing what's right – inspires us to work with integrity on a daily basis as we provide the highest caliber of service.

INDEPENDENCE As an independent firm made up of empowered individuals who make this company great, there is a spirit of independence in everything we do.

A history of **strength and trust**

1962
Bob James founds Robert A. James Investments.

1964
Robert A. James Investments merges with Raymond and Associates.

1970
Tom James is named CEO.

1973
Raymond James takes a seat on the New York Stock Exchange.

1974
IM&R (later, Raymond James Financial Services) reactivates as a broker/dealer.

1983
Raymond James completes $14 million IPO.

1987
Raymond James opens in Paris, the first of its international offices.

1994
Raymond James publishes the first Client Bill of Rights.

1999
Raymond James subsidiaries IM&R and Robert Thomas Securities merge.

2004
300,000-square-foot Tower 4 at the Raymond James Financial Center is completed.

2010
Paul C. Reilly succeeds Tom James as CEO.

2012
Raymond James acquires Morgan Keegan and celebrates 50 years of client-first service.

2016
Raymond James acquires Deutsche Bank Wealth Management's U.S. private client services unit and revives the storied Alex. Brown name.

2017
Tom James becomes Chairman Emeritus, with Paul C. Reilly succeeding as Chairman.

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.

IT'S STILL ALL ABOUT THE ADVISORS

58 years after our founding, Raymond James remains as committed to our Private Client Group as ever. After all, our advisors are still the most vibrant, the most vocal and, to put it plainly, the most valuable part of our firm.

BEDMINSTER BRANCH
350 Main Street, Suite 5
Bedminster, NJ 07921

HACKENSACK BRANCH
401 Hackensack Avenue, Suite 803
Hackensack, NJ 07601

MORRISTOWN BRANCH
163 Madison Avenue, Suite 101
Morristown, NJ 07960

PARAMUS BRANCH
61 S. Paramus Road, Suite 360
Paramus, NJ 07652

WESTWOOD BRANCH
185 Third Avenue
Westwood, NJ 07675

Find out more about how invested we are in Northern New Jersey – 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 New Jersey, we invite you to reach out. We look forward to hearing from you.

RAYMONDJAMES.COM/NNEWJERSEYWM

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