

The Network for Women Advisors



RAYMOND JAMES®



Patient, Caring Listener

Builder of Strong Relationships

Custodian of Individual Dreams

Creator of Successful Plans

These attributes, many of which are commonly associated with women, are also what make financial advisors successful.

At Raymond James, we value the contributions women make to our industry and our firm. In fact, more than 600 female financial professionals have chosen to affiliate with Raymond James. Not only do we demonstrate support for all our financial advisors by providing a full complement of investment alternatives, the substantial resources of a national firm and an advisor-oriented culture like no other, we go one step further: we offer the Raymond James Network for Women Advisors.

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A Partner in Your Success

The Raymond James Network for Women Advisors aims to assist female financial advisors in leveraging their talents to create successful and fulfilling careers. Through a collection of activities and resources, the network strives to help women advisors expand their knowledge, expertise and businesses in a supportive, collaborative environment.

Connect

We strive to provide opportunities for our women advisors to gather and connect with each other through networking activities at each of our corporate events, including the annual Summer Development Conference.

Our flagship event, the Raymond James Women's Symposium, is a forum for female advisors from throughout the firm. Held annually in the Tampa, Florida area, the three-day event is designed to appeal to financial advisors at all stages of their careers and combines talks by industry and firm leaders, interactive breakout sessions, and networking with other female advisors for an informative, career-building event. Recent topics include professional networking, business succession planning, time management and intergenerational marketing as a tool to expand your practice.

The network also offers an annual gathering of our top recognition club women advisors. This event allows these senior level women to discuss specific issues they commonly face in their practices such as succession planning, team development and unique estate planning strategies for high-net-worth clients.

Support

A key component of our network for women is the Women's Advisory Council. This group of 12 female financial advisors with varying levels of experience and a range of practice types provides guidance and assistance to Raymond James' women advisors.

Along with developing strategies for supporting women, the group also serves as a resource to branch and senior management as the firm strives to attract quality female financial advisors.

The Council is also responsible for shaping the agenda of the Symposium, from identifying timely topics to leading and/or facilitating many of the event's breakout sessions.

Council members are integrally involved in mentoring activities, from leading monthly conference calls for trainees to providing advice, support and guidance to experienced advisors.

The Network also provides business development support to our women advisors, including offering consulting services to advisors who are considering local sponsorship opportunities, assisting in the creation of materials to promote the event, and, in some cases, providing financial support.

One of the newest offerings of the Network is our experienced advisor coaching group activity, which allows small groups of women to participate in year-long programs led by a certified business coach and licensed psychologist. These activities are designed to help members improve focus and efficiency in goal setting to achieve greater success.

Learn

Encouraging ongoing professional growth is a key component of our efforts. The Women's Resource Center, a dedicated section of our corporate intranet site, provides a comprehensive collection of information and tools designed to assist advisors in managing, marketing and growing their practices.

The resource center provides a wealth of information, including biographies and contact information for each of our Advisory Council members, detailed information on the annual Symposium, an in-depth calendar of events conducted by the Network, and best practices from successful advisors.

The site also includes links to articles of interest, categorized by topic, important statistics on women business owners, executives and retirees, as well as business development ideas and links to marketing campaigns focusing on the female investor. These campaigns include compliance approved letters, direct mail pieces, ads, invitations and presentations.

Growth

The Network for Women Advisors is constantly searching for ways to further support our advisors as they navigate the ever-changing environment of the financial services industry. In fact, we conduct annual surveys of our women advisors to ensure our activities are reflective of their needs. In response to their feedback, recent enhancements to the program include an expansion of the Women's Resource Center, the creation of additional compliance approved marketing materials, and increased coaching and mentoring support for our experienced advisors.

At my previous firm, I felt pressured to make recommendations I knew weren't in my clients' best interests. At Raymond James, not only do I have the freedom to do what I think is best for my clients, I get true support so I can be confident I'm making quality decisions for their financial futures.



*I couldn't ask for more
from a broker/dealer.
The firm really cares
about my success ...
and gives me the
support I need to reach
both my business and
personal objectives.*

AdvisorChoiceSM

AdvisorChoice is a revolutionary spectrum of affiliation options that lets you build your practice your way. With AdvisorChoice, you control your professional destiny. You choose the structure of your relationship with us. This fresh approach matches your desires and abilities with the very best that Raymond James has to offer. Learn more at advisorchoice.com.

Different by Design

At Raymond James, we value the contribution of all advisors and we know that your success is the foundation of our firm's success. That's the Raymond James difference ... and it's why we've developed dedicated resources such as the Raymond James Network for Women Advisors.

It's just one of the examples of how we support advisors by offering regular educational and networking opportunities, providing exceptional resources to help serve your clients and build your practice, and responding to your specific needs.

It's just one more way we demonstrate the difference that is Raymond James.

NETWORK FOR WOMEN ADVISORS MISSION STATEMENT

The mission of the Raymond James Women's Network is to provide support to the firm's female financial advisors through programs, events and services designed to create an environment that provide the best possible opportunity for success, increase the number and percentage of women financial advisors at the firm, to increase the productivity of those financial advisors, increase the retention rate of female financial advisor trainees, and promote Raymond James as a company committed to both women investors and employees.

We strive to achieve this objective by engaging in the following activities: delivering mentoring programs to the firm's female trainees, providing ongoing education and networking opportunities to all of the firm's female financial advisors through the annual Women's Symposium and other events, and participating in various women-focused events in the Tampa Bay area and in the communities in which our branches are located.



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