Discover the Raymond James Advantage

RAYMOND JAMES®

In choosing Raymond James, you get more than ***an experienced Financial Advisor who cares about your needs****. You benefit from the security, solid reputation and abundant resources of one of North America's leading independent full-service investment firms.*

Our clients' needs always come first

This is more than just a statement. It is the guiding philosophy of our firm and is reflected in our principles, process and people.

As a firm, we are committed to staying true to our core values and principles of diversification, prudent risk management, and disciplined decision making with a long-term focus. We believe this is why Raymond James is recognized as a conservatively managed company that offers clients a full range of high quality services and consistently puts their needs first.

We understand that your personal and financial lives are closely entwined and that building your wealth, preserving capital, managing risk and taking care of loved ones are all paramount concerns. Our unique way of doing business allows our advisors to be your wealth management partner. In turn, our advisors' disciplined planning process enables them to appreciate your needs as they design and deliver comprehensive solutions.

Our success is due to the extraordinary dedication of our people. We attract and support like-minded professionals who share our commitment to integrity and to putting the best interests of clients first.

Since the firm was founded in 1962, we have been helping our clients – individuals, families, small business owners and corporations – achieve their financial goals. Our dedication to process, principles and people is the foundation on which we continue to build Raymond James and serve your needs.

Solutions-based Approach

Investments and portfolios are a means to an end, whether the objective is a comfortable retirement, a grandchild's education or a legacy for future generations.

Backed by the wide array of resources, investments and tools available through Raymond James, your Financial Advisor is well-positioned to determine how to effectively address your needs, develop appropriate strategies, construct well-crafted portfolios and help you achieve your wealth management objectives. Recommendations are made after a comprehensive assessment of your complete financial picture, including balancing your short-term requirements with your long-term goals and the amount and type of risk you can comfortably and appropriately assume.

Your advisor works with you to develop custom wealth management solutions designed to address all aspects of your financial life. Here are some of the many investment alternatives and services available to you through your Raymond James Financial Advisor:

- Traditional selections – such as equities, mutual funds, fixed income products, RRSPs, RESPs and TFSAs
- More sophisticated opportunities and diversification – including hedge funds and fee-based accounts
- Professionally managed investment portfolios specific to your investment objectives and risk/reward expectations
- Specialized account services for more extensive portfolios
- Comprehensive Financial & Estate Planning (for individuals and small business owners)
- Support for a variety of business needs – company pension plans, executive compensation
- Leading investment research on close to 900 North American companies covered by Raymond James Analysts

We share a desire to give back to the communities in which we work and live. Across the firm, our people volunteer their time and talents to make a difference in the lives of others, and have a positive impact on our communities.

Our Principles

Raymond James has been helping investors like you achieve their financial goals and dreams since 1962. Our predecessor companies in Canada were doing the same for more than 75 years.

Today, our business continues to be focused on people and their financial well-being. And so, in the pursuit of our goals, we conduct ourselves in accordance with these principles:

- Our clients' needs always come first
- We will provide the highest level of service and integrity
- Assisting our clients in attaining their financial objectives is our business
- We will communicate with our clients clearly and frequently
- Teamwork and supporting our fellow associates is fundamental to sustaining a work environment that encourages opportunities for unparalleled service, personal growth and job satisfaction
- Continuing education is part of our culture to maintain the timeliness of investment knowledge, tax law information and wealth management techniques
- Innovation is essential to our survival in a changing world
- To be competitive we must exceed investment industry standards and continually provide an even higher calibre of service to our clients
- We must give back to the communities in which we live and work

Your Plan, Your Goals, Your Personal Legacy

You owe it to yourself to feel secure about your financial future – and that of your loved ones.

That is why a disciplined wealth management plan is so important no matter if you're still climbing the corporate ladder, a successful entrepreneur, or comfortably retired; just thinking about starting a family, a busy parent, or a proud grandparent.

Combined with objective professional counsel from your Raymond James Financial Advisor, your wealth management plan is a powerful tool and your guide to investment decision making through each phase of your life.

Your plan travels with you from wealth accumulation through to your later years when wealth protection and sustainability of retirement income becomes a priority. And it will help you carefully plan your estate with a view to preserving your assets, minimizing taxation and ensuring a brighter future for you and those who depend on you.

Our focus is on you - we treat your goals as if they were our own. We are your trusted partner to help you achieve your financial objectives and dreams.

Putting our clients first means just that. Each Raymond James financial advisor has the freedom to provide independent advice to their clients – with no corporate push for proprietary products. Our clients hold center stage. Always.

Discover the Advantages of Independence

Selecting an investment firm is an important decision.

We encourage you to investigate your options fully to seek out the calibre of personal service and professional attention that you deserve.

We're confident that we will rise to your expectations. Ours is a unique culture of independence that attracts some of the finest Financial Advisors in the investment industry. Our global strengths and capacity for delivering unbiased financial advice make for a valuable combination that few investment firms can rival.

We do business differently because we realize the genuine value of relationships built on trust.

If you're looking for sound investment advice, professional integrity and truly personalized service, we urge you to explore the advantages of working with an independent Financial Advisor at Raymond James.

Find out more at www.raymondjames.ca




RAYMOND JAMES®

Raymond James Ltd. is a member of the:
Canadian Investor Protection Fund • Investment Industry Regulatory Organization of Canada (IIROC)

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