

# RAYMOND JAMES®

August 23, 2012

FOR IMMEDIATE RELEASE

## **RAYMOND JAMES RANKS HIGHEST IN J.D. POWER AND ASSOCIATES 2012 CANADIAN FULL-SERVICE INVESTOR SATISFACTION STUDY -- THIRD TIME IN FOUR YEARS**

Toronto, Ontario – Raymond James Ltd., Canada’s largest independent investment dealer, today announced that for the third time in the past four years, the firm has ranked highest in investor satisfaction among Canadian full-service brokerage firms according to the J.D. Power and Associates 2012 Full Service Investor Satisfaction Study<sup>SM</sup>.

“We are both grateful and humbled that our clients have once again honoured us with this tremendous rating,” said Paul Allison, Chairman and Chief Executive officer of Raymond James Ltd. “This result underscores the tremendous efforts of our Financial Advisors, Branch Associates and many others across the firm as we strive to deliver exemplary financial care and the best possible investment solutions for the thousands of individuals and families who place their faith in us.”

The study measures overall satisfaction with full-service investment dealers based on a number of factors. Raymond James scored highest in the three most heavily weighted factors including: Investment Advisor, Investment Performance, and Account Information. In addition, Raymond James performed highly in terms of clients who said they would refer the firm, and 82 per cent of clients whose investments increased attributed this to the advice or recommendations they received from their Raymond James Financial Advisor.

“Putting our clients first continues to be the foundation on which we are building Raymond James in Canada and across our global network,” added Allison. “I am proud of my partners for their conviction to building a unique firm comprised of people who share the same values and dedication to serving clients, their families and each other.”

### **About Raymond James Ltd.**

Raymond James Ltd. is the Canadian arm of Raymond James Financial, Inc., one of North America’s leading full service investment dealers. The firm offers an extensive range of professional investment services and products including: private client services, financial and estate planning, portfolio management, insurance, equity research, investment banking and institutional sales and trading. Through its network of approximately 6,400 Financial Advisors across Canada, the United States and key international centers, Raymond James serves over 2 million clients and manages more than \$375 billion in client assets under administration. For more information about Raymond James, please visit our web site at: [www.raymondjames.ca](http://www.raymondjames.ca).

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## **About J.D. Power and Associates**

Headquartered in Westlake, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit [J.D. Power.com](http://J.D.Power.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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