

# RAYMOND JAMES®

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## **Raymond James Offers Boutique Feel For Entrepreneurial Advisors At Toronto Flagship Branch**

May 16, 2012 – Toronto – Investment dealer Raymond James Ltd., the Canadian arm of North American investment dealer Raymond James Financial, Inc., today announced the relaunch of its flagship Toronto office in the Scotia Plaza. Now boldly branded “The 53<sup>rd</sup>”, the branch is taking a different approach intended to appeal to entrepreneurial growth-oriented advisors. With in-house practice management coaching, full service traditional and online marketing support, and pro-active outreach programs for professionals in the city’s downtown core, The 53<sup>rd</sup> is breaking new ground for advisors and their clients.

Speaking at a launch celebration last week involving over 200 guests from throughout the industry, David Finley, Senior Vice President, explained his vision: “The 53<sup>rd</sup> is a special branch with a unique culture. Our focus is to provide a *premium branch experience* that will, in turn, give our Financial Advisors the coaching, tools and products to deliver a *premium client experience*. We are operating like a boutique branch that benefits greatly from the strengths of being partnered with a major North American leader.”

Hands-on management support will be key to the approach at the 53<sup>rd</sup>. To this end, Finley recently brought on industry veteran Darren Coleman as Vice President, Financial Advisor, Portfolio Manager and Associate Branch Manager. Along with building and managing his own practice, Darren will work closely with David to help existing advisors grow their client relationships, and attract other quality advisors to the 53<sup>rd</sup>.

“I’m excited to be part of a new branch experience that is the best of both worlds,” says Darren. “Raymond James celebrates an independent, entrepreneurial spirit that gives me the freedom to choose to do what is right for my clients, with no pressure to sell proprietary products. At all times, the client always comes first.”

Raymond James is a leading North American independent full service investment dealer offering 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 6,500 Financial Advisors across North America and in key international centers, Raymond James serves 2.4 million clients and manages more than \$292 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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