

INCORPORATING EQUITY LINKED NOTES INTO YOUR CLIENT PORTFOLIOS

Learn how clients can take advantage of highly regarded
Raymond James Equity Research with one simple investment.



KEY TAKEAWAYS

Reach more clients with a one-stop investment solution designed around a basket of stocks recommended by the Raymond James Equity Research team.



With Equity Linked Notes, financial advisors can expect about a **two-and-a-half-week** “marketing period” with most notes being designed to **grow to meet demand**.



Equity Linked Notes will be part of an ongoing series based on available market opportunities and not issued on a calendar cycle.

NOT FOR CLIENT USE

RAYMOND JAMES®

Learn how equity linked notes can fit into your practice and help clients diversify their portfolios

Selecting single stocks for a client's portfolio can take time and may be a challenging process for both you and the client. Equity Linked Notes allow you to offer clients a way to diversify their portfolios and invest in a note that represents a number of stocks recommended by the equity research team at Raymond James. Rather than selecting individual equities to invest in, the work has been done for you in an efficient and typically less costly product offering with a variety of themes.

WHAT IS AN EQUITY LINKED NOTE?

An Equity Linked Note is a medium-term note – usually 12 to 36 months – underwritten by a bank. The note tracks a basket of stocks recommended by Raymond James research. Notes include recommended stocks from lists such as the Analysts' Best Picks or Analyst Current Favorites, or from a particular sector like housing or energy depending on opportunities in the market. The performance and value of the notes – which are distributed through Syndicate via the OMAR system – are completely reliant on the underlying investments held on the note.

MARKET AND CLIENT TYPE

Typically, financial advisors can expect about a **two-and-a-half-week** “marketing period” where you’ll learn about the note and market it to clients for inclusion in their portfolios. With the exception of the Analysts' Best Picks notes, all other notes are designed to **grow to meet demand**. You can use this as an asset builder without worrying about the notes being capped at any level.

These investment vehicles are ideal for small to mid-level clients looking to leverage Raymond James Equity Research recommendations. Clients can invest as little as \$1,000 in a note. The average purchase price has historically ranged from \$20,000 to \$30,000 however; there is no maximum ticket size (except with the Analysts' Best Picks equity notes), and for certain structured notes they can be extremely advantageous for large trades and accounts as well – notably the Analyst Current Favorites notes.

THE VALUE OF RAYMOND JAMES EQUITY RESEARCH

Raymond James is proud to have one of the industry's most acclaimed equity research teams. In fact, more than 35 of the Raymond James research analysts have been collectively recognized more than 200 times in surveys published by StarMine, *The Wall Street Journal*, *Forbes* and *Institutional Investor*. Access to this platform provides financial advisors like you with the tools necessary to guide clients in making worthwhile equity investments – whether an individual stock or a basket of stocks through an Equity Linked Note.

IN-DEPTH RESEARCH CAPABILITIES EXTEND TO THE FOLLOWING INDUSTRIES:



Consumer



Transportation



Financial services



Energy



Healthcare



Industrial



Technology & communications



Real estate



Mining & natural resources

LEADING CLASS OF EQUITY LINKED NOTES IN AN ONGOING SERIES

RECURRING EQUITY LINKED NOTES

Raymond James Analysts' Best Picks –

Each year since 1995, the Raymond James Research team has selected its best picks for the following calendar year. The list is static and announced in December for the following calendar year. This Equity Linked Note represents an equal dollar weighted investment in each of the stocks.

Analyst Current Favorites – Tracks the stocks on the Raymond James Current Favorites List using a modified liquidity adjusted weighting and monthly rebalancing. The list is comprised entirely of stocks followed by Raymond James and is determined by each analyst's favorite idea at the current time.

EXAMPLES OF THEME-BASED EQUITY LINKED NOTES THAT VARY BASED ON MARKET OPPORTUNITY

U.S. Housing Recovery – Represents a modified equal dollar weighted investment into the stocks in the Raymond James "U.S. Housing Recovery" basket. The goal is to identify stocks that are well-positioned to benefit from a recovery in the U.S. housing market.

Oil Market Recovery – Equal dollar weighted investment into a static basket of 16 oil sector stocks selected by the Raymond James Equity Research team. The goal in selecting the Raymond James "Oil Market Recovery" basket is to identify stocks positioned to outperform within the current and forecasted oil markets of 2015.

Sabrient Core GARP Strategy – A one-year note linked to a basket of 25 stocks selected by Sabrient Systems, LLC and Raymond James. *This note is designed to provide investors with an equal weighted investment in 25 stocks out of a pool of Raymond James "Strong Buy" and "Outperform" rated stocks.*

COMPENSATION

Typically, an Equity Linked Note is a commission-based product, but if purchased through a fee-based account, the asset is non-billable for 12 months. As the financial advisor, you would receive a sales credit. The amount is "above the line" for the first year and is then rolled into the rest of your assets and charged a fee if the client holds the note after one year.

CREDIT RISK

An investment in an Equity Linked Note – which is not FDIC insured or guaranteed – is subject to the credit risk of the particular bank, or counterparty, that issues the note. The actual or perceived creditworthiness of those banks may affect the market value of the notes. To reduce the risk, Raymond James works extensively with its risk management and credit risk groups to ensure the firm maintains relationships in the best interest of the firm's financial advisors and their clients.

To learn more about Equity Linked Notes, please contact the Syndicate desk at 727.567.2400, or ext. 72400. The Syndicate desk is there to also answer any questions or help you get signed up for notifications of new notes and equity offerings. You can also access information and contact details on RJnet by searching: Equity Linked Note.

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