Viridian

FLEXIBILITY YOUR WAY

RAYMOND JAMES®

YOUR VIRIDIAN ACCOUNT – EXPERIENCE THE DIFFERENCE

Your Viridian Account is a premium, full-service, fee-based account offered by Raymond James, designed for clients – investors like you – who are serious about investing and making a long-term commitment to their financial goals.

There are many good reasons why a Viridian Account is the right choice. It's a highly flexible investment solution that gives you and your Raymond James Financial Advisor complete, cost-effective control over your investment decisions.

Your Viridian Account is the beginning of a whole new way of managing your investments, with active consultation and a deeper relationship with your Raymond James advisor. You work together, secure in the knowledge your investment objectives are aligned with personalized advice that gives you the flexibility and control to make your Viridian Account a core part of your family's financial future.

THE FEE-BASED SOLUTION:

Viridian allows you and your Raymond James advisor to concentrate on reaching your investment objectives and future financial goals with the flexibility to do what's best for you.



Viridian Flexibility:
Living for today ... Saving for tomorrow

Life is anticipating the future. Your financial security. Your desired lifestyle. Your family commitments. It’s your ability to advance toward lifetime goals and objectives with confidence. This is what drives your investing and financial planning, and like never before, it requires a flexible way to focus on tomorrow with an investment plan ideally suited to your needs today.

TAKING CONTROL OF YOUR INVESTMENTS

Maximum flexibility and control over your investment decisions and the ability to move swiftly to respond to changing markets, changing personal circumstances and the demands of your family's changing financial goals. That's why Raymond James created the Viridian Account for investors with a desire to grow their wealth into a substantial investment portfolio.

The strategic flexibility of fee-based investing ...

The advantage of a fee-based account is the investment decisions are focused solely on creating value and building wealth. Your investment advice is now a long-term, strategic plan unaffected by daily trading costs and commissions. The fee-based Viridian Account rewards your Raymond James advisor for his or her investment expertise and advice, without concern for trading frequency. Your interests are completely aligned to create a clear incentive to manage and grow your portfolio.

The management flexibility to determine your own fee …

It’s your choice!

Viridian Accounts give you two ways to calculate your investment management fees that are charged either monthly or quarterly as you prefer.

- Our “flat fee”option is calculated as a percentage of the total value of your investment portfolio no matter what type of holdings you have.
- The variable asset class “tiered fee” option enables you to structure your investment management fee based on the different asset classes held in your portfolio.

The consulting flexibility to manage your investments wisely …

You and your Raymond James advisor will be working together on a long-term investment strategy to determine your financial future the way you want it to evolve. A Viridian Account allows you to determine investment objectives and timelines, and then select a portfolio of securities and investment products designed to help get you there.

Professional advice is critical to your success. Your Raymond James advisor regularly monitors your portfolio to ensure your financial plan is meeting your risk tolerance and investment expectations.

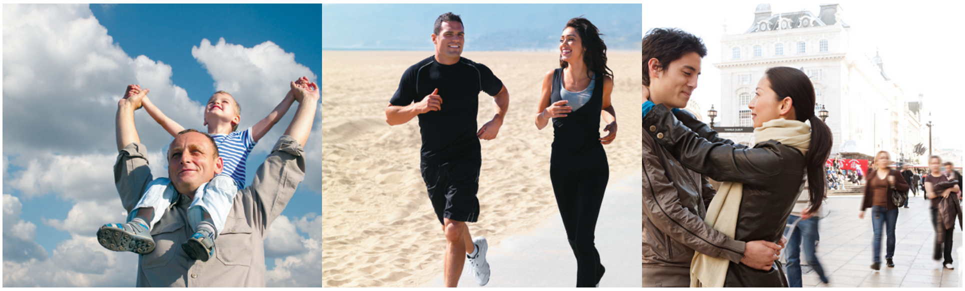
TAKING CONTROL OF YOUR INVESTMENTS CONT/...

The investment flexibility to trade without restriction ...

There are no restrictions on the type of investments you can hold in your Viridian Account. Equities, fixed income investments such as corporate and government debt and Guaranteed Investment Certificates (GICs), mutual funds, Exchange Traded Funds (ETFs), foreign investment products, Income Trusts, REITs and other structured investment products can all be part of a Viridian Account.

The personal flexibility to manage your portfolio the way you want to ...

As your investment objectives change and evolve, the Viridian Account grows and changes with you. Viridian Accounts are designed to offer Raymond James advisors and their clients maximum flexibility to diversify a portfolio and adjust or re-balance its asset allocation as market conditions change or personal financial circumstances dictate.



TAKE THE FIRST STEP

Find out more about the Viridian Account from your Raymond James advisor and learn how maximum flexibility and control of your investments is well within your reach, so you can look to a better financial future.

IT'S A FACT:

Investment management fees are becoming more popular among investors. Surveys continue to show that fee-based compensation leads to higher client satisfaction and most full-service investors say they prefer fees because they acknowledge the quality of advice from their Raymond James advisor rather than reward the frequency of their trading activity. Investors and advisors become aligned with a single objective to create value and build wealth, and it focuses the advisor's expertise and knowledge on the account's growth, not simply its trading activity.

RAYMOND JAMES®

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