

# EXECUTIVE INSIGHTS

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**Financial Institutions Division**

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**BUILDING A ONE-STOP SHOP  
FOR SMALL BUSINESS**

» page 2



**A SEAMLESS CUSTOMER  
EXPERIENCE, BUILT TO SCALE**

» page 5



## Building a **one-stop shop** for small business

The president of **Plains State Bank** shares how joining the Raymond James Financial Institutions Division has helped them better serve their customers – and their own strategic goals.

As a community bank focused on small business, when Plains State Bank was ready to expand their products and services, wealth management seemed like the natural next step. But rather than build a wealth management program from scratch, bank President and Chief Operating Officer Lori Hilman decided to acquire one and hit the ground running. She didn't have to look far.

Hilman turned to the bank's 401(k) administrator, Ronn Kudlacek and his team of wealth advisors. "Not only did we have a personal relationship with Ronn," said Hilman, "we had experience working with him and his team. The way they do things really aligned with our culture and mission, so it just made sense."

Unfortunately, the broker-dealer the team was working with at the time wasn't a great fit when it came to managing the challenges of working with a bank, so they started looking for a new one.

"When we began our search for a viable broker-dealer candidate, Raymond James rose to the

top early on," Hilman said. "Just in terms of understanding the banking landscape, it was the obvious choice."

### **A CUSTOMER-FIRST CULTURE**

In addition to having the extensive resources and experience the team at Plains State Bank was looking for, the firm's commitment to putting clients first made it a great cultural fit.

"Our culture is really focused on what's best for the customer," said Hilman. "Our employees truly care about our customers and strive to find the right solutions for their needs. And it helps to have a wide variety of products and services to offer them."

The bank is dedicated to the discovery process – asking questions and listening carefully to the answers help guide customers to the right solutions. "Our employees 'get' it," Hilman continued. "We're problem solvers. We're not just throwing suggestions at the wall and seeing what sticks."

In August of 2023, the bank – along with their advisory team – joined the Raymond James Financial Institutions Division (FID).

### A COMPETITIVE ADVANTAGE

Already a preferred small business lender, Plains State Bank gained even more competitive advantage by joining Raymond James FID, said Hilman. “Our competitors all have their own unique niche, but only a couple have wealth management – it’s just not all that common in the community banking space.”

Now the team can dive deeper into their customers’ financial situations and take a more holistic approach to the relationship. The bank has also made significant investments in technology to better serve their small business customers.

“We recognize that business owners are busy. They need a bank that embraces new technology and offers a full suite of treasury management products and services,” said Hilman. “Now with the wealth management piece, we can help them manage their 401(k)s and other retirement vehicles for entrepreneurs – we’ve created a one-stop shop.”

“Plains State Bank is perpetually searching for avenues for enhancing and expanding customer relationships,” said Hilman, “and the incorporation of wealth management and financial planning services into our existing array of banking products and services has been instrumental in furthering this strategic goal.”

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“Our decision to align with Raymond James was driven by the firm’s profound experience and deep understanding of the banking landscape, from its inherent ‘service’ culture to its integrated investment platform. The firm’s widespread recognition as a household name and impressive reputation further solidified our decision.”

– PLAINS STATE BANK PRESIDENT AND CHIEF OPERATING OFFICER **LORI HILMAN**



# A **seamless** customer experience, built to scale.

When you offer customers a high-touch experience that encompasses all their needs in one place, you increase your value to the community and set your institution on a path for growth.

The Raymond James Financial Institutions Division (FID) can help you combine and integrate your brokerage and trust services, creating a seamless and unified solution that puts more of your customer's financial picture in clear view. With complete understanding of their overall finances, you'll be able to service the most complex customer needs and compete with larger firms in your market.

Your clients trust you, and by bringing them the power of Raymond James services, branded with your institution's name and all under the same roof where they already do business, you can take those client relationships to new heights.

Having insight into multiple facets of their finances all at once with the help of tools such as Client Access and Goal Planning & Monitoring makes it easier for customers to navigate their financial data and see the work you do for them, not to mention the benefits those technology tools have for your institution behind the scenes.

Integrating your brokerage and trust services through our Financial Institutions Division creates a continuity of technological resources throughout your customer's experience. You'll have access to the Raymond James technology platform, built with your customers in mind to help drive the best possible outcomes for their unique needs. It also enables you to structure your business to scale and rebalance your investment models with a few clicks. More than a trading system, our technology provides your institution with meaningful demographics and data pertinent to your clients.

## **Growth starts with having a platform that is built to scale with your institution's – and your clients' – goals.**

The Raymond James Financial Institutions Division offers partnership under our corporate RIA, sometimes without any additional licensing, allowing employees of your institution access to the entire Raymond James suite of resources, services and support.



Elevate your offering with **turnkey asset management solutions**, off-loading compliance and oversight duties with the help of an **integrated technology solution** backed by **in-depth operational support**.

Hundreds of women advisors gathered at the J.W. Marriott in Tampa for the **30th Annual Women’s Symposium** on November 18-20.

They enjoyed inspiring keynote speakers, interactive seminars, continuing education opportunities, networking with Raymond James leaders and celebrating with their peers from around the globe. The attendees left energized and eager to implement new ideas gained from the conference into their practices.

# 2024 Women’s SYMPOSIUM



## New Joins

### INSTITUTIONS:

**Umpqua Bank  
Columbia Wealth Advisors:**

**\$2.4 billion in AUM**

As of 10/21/23

### THE HORIZON GROUP

Ponte Vedra, Florida

**\$965 million in AUM**

As of 5/15/24

### ADVISORS:



**JOSEPH L. MARTINEZ, CHFC®,  
CWS®, CRPC™, AAMS™, AWMA™**

Managing Director,  
Pinnacle Asset Management,  
Private Wealth Advisor, RJFS

**\$244 million in AUM**

As of 2/22/24

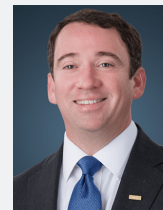


**KENNETH FORD, CFP®**

Senior Vice President,  
Pinnacle Asset Management

**\$82 million in AUM**

As of 3/28/24



**JOSEPH WEINBERG**

Financial Advisor  
TowneBank: \$27 million in AUM  
As of 11/13/23



**SCOTT GENGLER**

Financial Advisor  
FNBO: \$42 million in AUM  
As of 10/23/24

### THOMAS BEASLEY

Financial Advisor  
Carroll Bank & Trust: \$60 million in AUM  
As of 10/2/23

# The partner for bank and credit union programs

## RAYMOND JAMES AND ITS FINANCIAL INSTITUTION DIVISION AT A GLANCE

FID offers the spectrum of sophisticated services – including integrated technology, wide-ranging resources and a specialized financial institution support team – every partner needs to build or expand their investment programs, deepen relationships and generate new opportunities.

**FINANCIAL INSTITUTIONS DIVISION<sup>1</sup>**

**\$110 billion**

in client assets<sup>1</sup>

**900**

financial advisors

**160**

financial institutions

Boutique-level service and robust resources

- Production per advisor:  
**Avg T-12: \$865,000<sup>1</sup>**
- Average client assets under management:  
**\$153 million<sup>1</sup>**
- Ratio of advisory business: **64%<sup>1</sup>**
- Ratio of recurring revenue: **86%<sup>1</sup>**

**RAYMOND JAMES<sup>1</sup>**  
Resources at an impressive scale

**\$1.57 trillion+**

in client assets<sup>1</sup>

**1.4:1**

advisor-to-associate ratio

**2x**

the required capitalization

**1%**

regrettable advisor attrition

**8,800+**

financial advisors

**\$865 million**

spent on technology each year, on average

<sup>1</sup>As of FY24

# RAYMOND JAMES®

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