FACT SHEET - KEN GURSKY

Company Profile:
Raymond James Financial - Established in 1962, stock listed on the NYSE. Over 5300 advisors. Raymond James Financial Services, Inc. (a subsidiary of Raymond James Financial) focuses on serving Independent Financial Advisors, who are not "employees of the firm" but are independent business owners, using RJFS platform to service clients, custody assets and clear trades.

Individual Bio:
In the Financial Services industry for over ten years. The last 3 years, up until this past May, I was a Branch Manager, in addition to serving my clients, at Smith Barney. I joined RJFS in May of this year. In 2007, I earned the Certified Financial Planner® designation.

Products/Services:
Comprehensive Financial Planning and Investment Management. All of my clients (who qualify with a minimum of $200,000 in assets held at the firm) receive a comprehensive plan which takes into account investment planning, tax planning, risk planning, and addresses specific needs that they may have.
Also, corporate services, including qualified plan design and administration - 401 k plans, Profit Sharing, and other qualified and non qualified plans.

Ideal Client:
1. Business owner who feels their firm is not getting the service they require from their current 401 k provider, and is interested in exploring other options.
2. Individuals - business owners, corporate executives, who are too busy to spend a lot of time managing their own investments. They need a road map, and someone to help them follow it, but also are interested in being educated and aware of what they are investing in and why.
Ideally, I am looking for clients with a minimum of $100,000 investable assets

Key Questions:
Business owners - What kind of guidance have your employees been receiving from your 401 k provider during the difficult markets we've faced over the last year?
Individuals - How has your Financial Advisor been communicating with you over the last year, with the difficult market conditions we've seen? How have you managed through the market we've seen over the last year? Would you be interested in attending a dinner where you would hear what might be a different point of view?
Centers of Influence - Do you have someone you refer clients to for Financial Planning and Investment Management that you really feel comfortable with?

Good Referral:
Business owners, individuals who are changing jobs, have inherited a large sum. People in their 50's who have not done enough planning for retirement. CPA's, Estate Planning attorneys, Human Resource Administrators, Outplacement Professionals, Recruiters, Sports Agents

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