

EXECUTIVE INSIGHTS

A RAYMOND JAMES FINANCIAL INSTITUTIONS DIVISION PUBLICATION

PRIVATE WEALTH

COMPREHENSIVE SUPPORT FOR COMPLEX GOALS

MORE IS MORE

For her clients, Holly Stallworth has a plan for everything.

MILITARY MINDSET

Robert Alaniz has built a team based on a shared mission.

RAYMOND JAMES

The partner for banks and credit unions

RAYMOND JAMES AND ITS FINANCIAL INSTITUTIONS 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 DIVISION¹

\$125 billion+

in client assets¹



940

financial advisors

160

financial institutions



Boutique-level service
and robust resources

- **214 FAs** producing over **\$1 million** in revenue
- Average client assets under management: **\$169 million¹**
- Average T-12: **\$950,000**
- Ratio of advisory business: **70%¹**
- Ratio of recurring revenue: **84%¹**

RAYMOND JAMES¹

Resources at an impressive scale

\$1.77 trillion+

in client assets¹

1.4:1

advisor-to-associate ratio

2x

the required
capitalization



8,800+

financial advisors

\$1 billion

spent on technology each year, on average

¹As of 12/31/2025

**STEVE KRUCHTEN***President*

Raymond James

Financial Institutions Division

 [linkedin.com/in/stephenkruchten/](https://www.linkedin.com/in/stephenkruchten/)

Elevating private wealth capabilities within financial institutions

Private wealth remains, at its core, a profoundly personal endeavor – one shaped by the expertise of advisor teams and strengthened by an extensive suite of planning tools and resources. As clients increasingly seek comprehensive, multigenerational guidance, financial institutions are uniquely positioned to meet this growing demand and play a defining role in shaping the private wealth landscape.

At the Financial Institutions Division, our commitment is unwavering. As we deepen relationships with current partners and engage in new conversations across the industry, our focus remains clear: to leverage our expansive capabilities to elevate the private wealth client experience, generate meaningful growth and support the long-term success of institutions, investment programs and advisors alike.

In this issue of Executive Insights, you'll hear from advisors **Holly Stallworth** and **Robert Alaniz**, whose work exemplifies the standard of service and intentionality that define our approach to private wealth. You'll also gain a closer look at the Raymond James private wealth platform – designed to empower advisor teams by offering specialized expertise, integrated resources and access to advanced strategies that help clients navigate complexity with confidence.

As you continue championing your clients' ambitions, know that we remain steadfast in championing yours.

Sincerely,

A handwritten signature in black ink that reads "Stephen Kruchten". The signature is written in a cursive, flowing style.



BUILDING A SQUAD

Robert Alaniz applies military teamwork principles to grow his private wealth practice

His mission may have changed over the last two decades, but Robert Alaniz's commitment to excellence has never wavered. After five years in the US Army as a linguist, Robert has built a career in financial services – earning his Certified Wealth Strategist designation and repeated recognition on the Raymond James Executive Council* and Leaders Council.*

Now with Security Service Federal Credit Union in San Antonio, Texas, Alaniz knows that success in advising clients rests on principles the Army taught him early.

Coordinated teamwork. Continuous learning. And something every good unit has behind it: comprehensive support.

For Alaniz and his team, that support comes from the Raymond James Private Wealth Advisor (PWA) program.

EXPERTISE ON DEMAND

“One of the best advantages about the private wealth program is access to consultants and specialists that can step in and support us,” Alaniz explained. “We don’t have to be experts in every area. Whether our client needs investment banking guidance or just straightforward retirement planning services for their business, we really have all the tools and resources to help.”

Through meetings and one-on-one conversations, PWA experts introduce advisors to strategies like direct indexing and structured notes – products Alaniz now recommends to clients. When implementing these strategies, he draws on the program’s alternative investment and structured notes groups for added depth.

The program also provides attorneys who can review client documents and weigh in.

“The attorneys offer a second set of eyes and tell us whether particular documents serve their intended purpose,” Alaniz said.

By leveraging PWA’s specialized knowledge and resources, Alaniz’s team brought in nearly \$70 million in new assets over just ten months, double their previous pace.

A TRANSPARENT, COMPELLING PITCH

Alaniz doesn’t shy away from acknowledging that the PWA program serves as an extension of his team.

“To be able to tell our client that there is a team behind the team – that’s honestly my favorite story in every meeting,” Alaniz explained. His clients like knowing that the Raymond James team is supporting them.

“I’m very knowledgeable, but I always like to run my thinking by the Raymond James private wealth home office,” Alaniz said. “And my clients respond, ‘I like that you don’t pretend to know everything. We know that you know what you’re talking about, but we love that you take it one step further.’”

The PWA program has also helped Alaniz and his

team tighten their pitch, keeping the agenda focused and the message clear.

A TEAM SPORT

Alaniz draws on Raymond James expertise, but that’s not his only edge. His credit union gave him something equally valuable: permission to build a team.

“Once I crossed a million in production, the credit union gave me the green light to build a team,” Alaniz said. “In contrast, most financial institutions are against that, allowing only maybe an assistant. But you can only grow so big with that limitation. By allowing me to hire and develop a team, our credit union is thriving.”

Alaniz and his team share a commitment to continuous learning. “We are on calls every few days going over something new,” Alaniz explained. “Even when we think we’ve learned a topic, we go over it again. We’re constantly refining and polishing everything we do.”

A RELATIONSHIP WITH ONLY UPSIDES

The team’s relationship with the Raymond James PWA program also presents ample opportunities to learn new strategies.

Even better, the relationship doesn’t put his client relationships at risk. With some large banks, once a client crosses a certain asset threshold, they get handed off to a different department and a different advisor.

“With Raymond James, we can use all the products available through the PWA program and bring in specialists, but we don’t lose the client relationship,” Alaniz said.

Alaniz’s message to other advisors in the program is simple.

“Make sure you leverage the Raymond James team, and don’t try to be a lone wolf out there, because you will be left behind,” said Alaniz.

PERSONALIZED, EXCEPTIONAL SERVICE

Alaniz’s dedication shows in how he treats his clients with personalized, empathetic service.

“It’s so important to always remember that what’s best for each client is not just about the numbers,” Alaniz said. “One of the things I say to clients all the time is, ‘I can tell you all the numbers, but your heart is going to tell you what to do. The numbers don’t always match up with what feels good; it is about what you can sleep at night with.’”

That approach is a major reason why so many retirees trust his team to manage their assets. It’s also why, after a client passes, the majority of clients’ families stay with Alaniz’s team.

“We let them know from the very beginning, when the day comes that they pass away, we are the ones who will help their family. It’s going to be me. It’s going to be my local team. It’s not some 1-800 number with impersonal service.”

With this strong sense of mission, Alaniz and his team have earned consistent recognition for client satisfaction. He’s built more than a team; he’s built a squad that puts every client first.



“ To be able to tell our client that there is a team behind the team – that’s honestly my favorite story in every meeting.”

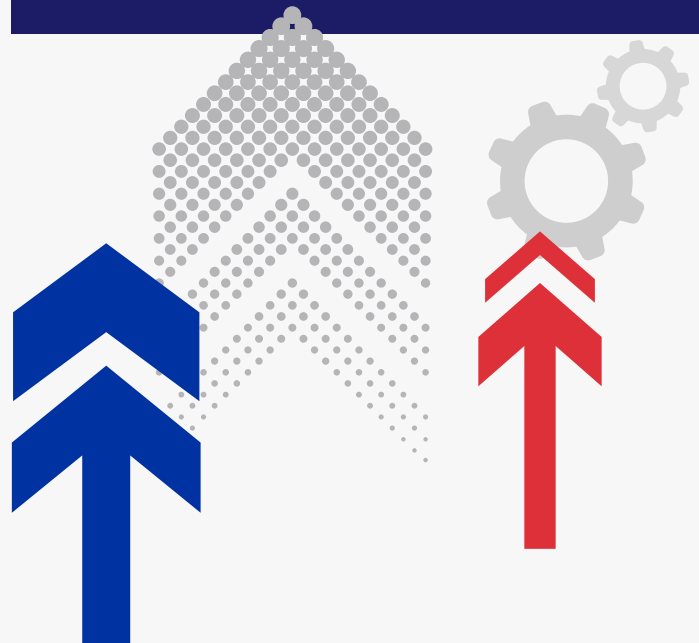
ROBERT ALANIZ, CWS®, CRPC®


*Private Wealth Advisor
Security Service Investment Group*

Private Wealth Advisor is a designation awarded by Raymond James to financial advisors who have demonstrated mastery in anticipating and managing the expansive financial needs of high-net-worth individuals, families, and organizations.

*Membership is based mainly on assets under management, education, credentials, and fiscal year production. Requalification is required annually. The ranking may not be representative of any one client’s experience, is not an endorsement, and is not indicative of an advisor’s future performance. No fee is paid in exchange for this award/rating.

Alternative Investments involve substantial risks that may be greater than those associated with traditional investments and may be offered only to clients who meet specific suitability requirements, including minimum net worth tests. These risks include but are not limited to: limited or no liquidity, tax considerations, incentive fee structures, potentially speculative investment strategies, and different regulatory and reporting requirements. There is no assurance that any investment will meet its investment objectives or that substantial losses will be avoided.





THE WHOLE PICTURE

Holly Stallworth grows her private wealth practice by helping clients plan for everything – finances, legacy and life itself


Private Wealth Advisors guide clients in managing every aspect of their financial lives. Holly Stallworth does that and more, including helping them navigate a cancer diagnosis, age safely in their homes and even decide what to do with their grandmother's recipe box.

Her comprehensive, personalized approach to wealth management is the latest step in a career defined by a commitment to continually growing her knowledge base and understanding her clients on a deeply personal level.

"I've been in the industry almost 22 years now, and I think one of the most fun – but also vital – parts of our job is growing and learning," Stallworth said. "The industry grows and evolves. Our clients grow and evolve. And as I wanted to move upstream with the types of clients I've been privileged to serve, I needed to continue to elevate my skill set. So, I saw the Private Wealth Advisor designation as a valuable opportunity to ensure that I'm able to holistically plan for and serve high- and ultra-high-net-worth clients as well as to continue to move upstream."

The Raymond James Private Wealth Advisor designation isn't the only credential and honor Stallworth has earned as senior vice president at Atlantic Union Financial Consultants in Glen Allen, Virginia. She's also a CFP® certificant and received the Forbes Top Wealth Advisor Best-in-State award 2025* as well as the Forbes Top Women Wealth Advisors Best-in-State award 2025.** Holly also earned the Raymond James Woman of Distinction Award in 2019.*** Holly and Claire Bundy, her financial consultant, enjoy serving clients who will be with them for generations.

Her excellence in client service begins with that all-important first discovery meeting.



“ The discovery meeting is a great opportunity to truly get to know a client on a deep level.”

HOLLY STALLWORTH
Financial Advisor

SETTING THE FOUNDATION

“The discovery meeting is a great opportunity to truly get to know a client on a deep level,” Stallworth explained. “What’s important to them, who’s important in their life, what are they hoping to accomplish? What do they want their legacy to be?”

“When we truly understand our clients – their priorities, values and goals – we can focus first on what matters most to them. From there, we can make sure that we’re accomplishing all the other things that need to be part of their financial plan.”

Stallworth already excelled at conducting discovery meetings, but the Raymond James Private Wealth Advisor (PWA) program helped her refine her approach even further. “Through the program, I gained fresh perspectives from other advisors – unique questions and techniques that help uncover what truly matters to clients,” Stallworth said.

DEVELOPING A HOLISTIC FINANCIAL PLAN

Once Stallworth understands her clients’ goals, she has many tools and strategies she can deploy. She deepened her understanding of these options, and in some cases discovered new ones, through the PWA program.

“One of my favorite parts of the program was having a lot of the different groups from Raymond James come in and present to us, including experts from investment management solutions and the private wealth consulting team as well as specialists in executive compensation strategies,” Stallworth said.

The Raymond James PWA program remains an invaluable resource for serving her clients.

“We can leverage a network of specialists to help with the most complex challenges,” Stallworth explained. “You don’t have to be an expert on every evolving issue – what matters is knowing where to find the right expertise when clients need it.”

One unique advantage of collaborating with Raymond James is the ability to establish donor advised funds at a lower threshold than many large financial institutions require.

“Just this week, we helped a client set up two donor advised funds, one for her and one for her husband,” Stallworth shared. “Each was funded with \$50,000 to help offset some required minimum distributions, as well as manage larger withdrawals for a home renovation – all while supporting charities they care about.” Having discussions around giving back is close to Holly’s heart. She is on the board at the Ronald McDonald House Charities of Richmond to support an organization that means so much to her. She and her husband utilized the organization’s “home-away-from-home” after their son suffered a hemorrhagic stroke in 2021.

She believes that behind every financial decision lies a powerful narrative – a story that shapes clients’ values, dreams and aspirations. Her son’s story illuminates her path toward helping clients. It reframed the way she serves her clients by helping them live for today – while planning for tomorrow. By uncovering her clients’ stories, she can discover what truly matters to them and help them create their lasting legacy.

GUIDANCE ON TAX STRATEGIES, ESTATE PLANS AND LONG-TERM CARE

Through the PWA program, Stallworth also discovered Holistiplan for evaluating clients’ tax returns and identifying opportunities to reduce their tax burden.

“For example, are they able to deduct their charitable donations?” Stallworth explained. “If not, we might combine contributions and establish a donor advised fund, especially if they’re at a required-minimum-distribution stage. Or we might ask: Are they taking advantage of qualified charitable distributions, where we could be taking funds directly from their IRAs and giving it to charities on their behalf, avoiding taxable income? Holistiplan makes it easy to identify these opportunities.”

Stallworth also partners closely with clients during the estate planning process.

“Oftentimes, we’ll participate in an estate planning meeting with our clients, and the estate planning attorney will come right to our office,” Stallworth said. “We make the process more efficient because most of the time we’ve built their plan. We know all their assets and their intentions, so we can prepare a detailed net worth statement for the attorney. Clients are so thankful that we’re the intermediary, making the process feel less intimidating.”

Beyond managing every aspect of their wealth, Stallworth helps clients “do life well.” That means planning for Medicare and creating strategies to stay safely in their homes as they age.

“Raymond James offers a resource that enables a specialist to visit clients’ homes, conduct an assessment and suggest changes they can adopt to make aging in place easier,” Stallworth explained.

Likewise, if a client faces a serious health diagnosis, Stallworth can connect them with companies that guide families through the healthcare system and help ensure they receive the care they need.

“And then there’s another resource we can provide called Everplans,” Stallworth added. It enables clients to organize important documents – from their will and end-of-life wishes to their favorite family recipes – in a secure online platform, which can be shared with trusted family and friends whenever the client decides.

Stallworth’s commitment to helping clients thrive extends beyond today’s solutions. This year, she’ll join a select group of advisors visiting the MIT AgeLab to explore innovative ways to support clients as they age.

Providing this kind of big-picture planning is exactly why Stallworth loves what she does.

“Being a part of that journey of helping our clients accomplish their legacy and their intentions is just so meaningful and satisfying as an advisor.”

HOLLY STALLWORTH

Private Wealth Advisor is a designation awarded by Raymond James to financial advisors who have demonstrated mastery in anticipating and managing the expansive financial needs of high-net-worth individuals, families, and organizations.

Donors are urged to consult their attorneys, accountants or tax advisors with respect to questions relating to the deductibility of various types of contributions to a donor advised fund for federal and state tax purposes. To learn more about the potential risks and benefits of donor advised funds, please contact us.

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* The Forbes Best-in-State Wealth Advisors 2025 ranking, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 6/30/2023 to 6/30/2024 and was released on 4/8/2025. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weighs factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 48,944 nominations, roughly 9,722 advisors received the award. This ranking is not indicative of an advisor’s future performance, is not an endorsement, and may not be representative of individual clients’ experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Compensation provided for using the rating. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please visit <https://www.forbes.com/best-in-state-wealth-advisors/> for more info.

** The Forbes ranking of Best-In-State Top Women Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative and quantitative data, rating thousands of wealth advisors with a minimum of seven years of experience and weighing factors like revenue trends, assets under management, compliance records, industry experience and best practices learned through telephone and in-person interviews. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. This ranking is based upon the period from 9/30/23 to 9/30/24 and was released on 02/11/2025. Research Summary (as of February 2025): 48,220 nominations were received and 2,436 women won. This ranking is not indicative of an advisor’s future performance, is not an endorsement, and may not be representative of individual clients’ experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Compensation provided for using the ranking. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please visit <https://www.forbes.com/lists/best-in-state-women-advisors/?sh=64b505e81d11> for more info.

The Woman of Distinction Award is designed to recognize a woman advisor that has served as a role-model to other advisors or service associates in her branch or the industry. Through mentoring and coaching, she’s supported the professional growth of women by sharing her experiences, knowledge, ideas and feedback. In addition to these qualities, nominations should also include a woman who is actively involved in her community through volunteer hours, and board participation. The ranking may not be representative of any one client’s experience, is not an endorsement, and is not indicative of an advisor’s future performance. No fee is paid in exchange for this award/rating.





PRIVATE WEALTH SERVICES

Deliver more for your most valued clients

Significant wealth is bound to open new doors for your high- and ultra-high-net-worth clients, but with broader possibilities, wealth can also invite new layers of complexity to navigate.

Many private wealth clients juggle multiple income streams and asset types. Some are business owners, some are preparing for a succession event, and many have financial lives deeply interwoven with intricate family dynamics. Governance and thoughtful planning through trusts and tax strategies have the power to preserve wealth and valuable relationships.

Wealthy clients often view their finances in two distinct ways. Some prioritize stewardship – focusing on preserving their assets, building a lasting legacy and supporting philanthropic causes. Others look to maximize opportunities, seeking higher returns through private markets, alternative investments, private equity and so on.

Advisor teams have the power to help clients achieve both objectives: preserving their wealth while also pursuing growth and new possibilities.

SUPPORTING ADVISORS AND INVESTMENT PROGRAM MANAGERS

Raymond James offers a leading platform of strategic advice, comprehensive planning and specialized resources to support advisor teams in addressing nuanced client objectives.

We share your commitment to delivering a level of service that reflects a deep understanding of the goals and complexities facing your most sophisticated clients. Dedicated consultants and subject matter experts work as extensions of your team, ensuring high-touch service and tailored advice.

Expanding capabilities around complex private wealth planning scenarios – from business ownership and concentrated equity to multigenerational wealth and liquidity events – means, in practice, advisor teams stay in the relationship lead while Raymond James helps support the technical depth.

ADDRESS EVERY FACET OF SIGNIFICANT WEALTH

Anticipate challenges before they arise and develop strategies tailored to both immediate needs and future aspirations.

Estate and charitable planning

Access trust administration and estate settlement through Raymond James Trust, as well as philanthropic strategies, planned giving and tax-efficient succession services. Raymond James Charitable also offers donor advised funds – a popular, tax-effective way for donors to support meaningful causes with simplified administration and prudent investment management.

Risk mitigation and management

Strategies to preserve and grow wealth across generations which encompass insurance, portfolio diversification, tax and administrative services and concentrated equity strategies.

Intergenerational wealth strategies

Support that spans from longevity planning to family governance, helping ensure your clients and their families have health, wellness and care coordination along with tax-managed wealth transfer services.

Investment management

Access to a broad range of investment opportunities tailored to qualified investors – private equity, private debt, high-profile investment opportunities and a wide selection of alternative investment strategies.

FOR BUSINESS OWNER CLIENTS

Business owners and entrepreneurs have a distinct set of needs and interwoven objectives, amplified in the context of private wealth. Through Raymond James, you have the resources to elevate your business owner clients’ experience with business planning, succession planning, key-person insurance and competitive workplace solutions and retirement plan stewardship.

DELIVERING IMPACT FOR CLIENTS

The true measure of an advisory service is the value it creates for clients. With the support of Raymond James Private Wealth, advisor teams can enhance the guidance they deliver with comprehensive, cohesive strategies that consider a client’s life in its totality.

The platform is designed to provide your clients with timely and meaningful support, not fragmented advice. Whether contending with market volatility or navigating intricate family dynamics, your team can respond quickly and decisively with the backing of all the resources and insights you expect from a dedicated private wealth infrastructure.

It allows you to focus on delivering trusted counsel while knowing you have a robust support system behind you – in turn, elevating client satisfaction and positioning your institution or investment program as a true partner in helping to preserve and grow wealth across generations.

SCHEDULE A BIO VISIT

Invite your clients or prospects to a By Invitation Only (BIO) visit – a customized experience that brings their most pressing objectives directly to our subject matter experts. During a BIO visit, you and your client will meet one-on-one with specialists across areas of significant wealth, providing you with a powerful way to demonstrate the depth of support behind your guidance.



Differentiate with private wealth

Learn more about the extensive capabilities available to support your key client relationships.

INSTITUTIONAL USE ONLY

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Support for Wealth Programs

Thrive in a culture
where **you** are
valued, not counted.

Meet more of your clients' needs with
sophisticated resources from a firm
committed to your goals.

RAYMOND JAMES



See how Raymond James helps local and regional institutions build on
their strengths and serve even more of their clients' goals.

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