

RAYMOND JAMES FINANCIAL

Competitor Audit Report

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Stifel

- Video title: **Suggestion Box** (2,959 views)
 - <http://www.youtube.com/watch?v=4odSVNzZz1s&list=PLuq2CRBDJIsAl44Hum9Qyr1H2cfvNliU0>
 - Most viewed video on Stifel YouTube channel
 - This video is a humorous rendition of the closed-door policy that some companies have related to accepting suggestions from company employees.
 - **GOAL:** Stifel aims to prove that their culture fosters entrepreneurial spirit and innovation.
 - Video title: **Our Culture** (1,302 views)
 - <http://www.youtube.com/watch?v=nuMeAjXdCXA&list=PLuq2CRBDJIsAl44Hum9Qyr1H2cfvNliU0>
 - This video emphasizes Stifel's entrepreneurial culture and gives history of their firm as a well-established financial services company; briefly mentions firm services and number of years established.
 - Spokesperson is focus of video – Stifel Chairman & CEO, Ron Kruszewski.
 - Mentions firm tagline: “We think you’ll like it here.”
 - **GOAL:** To garner respect as leading financial firm; build trust via spokesperson.
 - **This video more accurately depicts Stifel's “story.”**
 - ER: There wasn't much history involved, but it was aimed towards the FA.
 - Consistencies (among all videos):
 - Firm tagline: “We think you’ll like it here.”
 - Same spokesperson appears in all videos.
 - Emphasizes entrepreneurial spirit
 - Video channel statistics:
 - 4 videos total
 - 3 of the videos have a humorous tone – the same character plays (in all videos) as the unintelligent firm director that is only seeking bigger profits for the company, without regard to valuable customer service or
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Ameriprise

- **Introducing the Story of Ameriprise** (29,341 views)
 - (3rd most viewed video on channel)
 - <http://www.youtube.com/watch?v=RMRLZTGoXRk>
 - Ameriprise founded more than a century ago
 - Mentions (and shows pictures of) founders
 - Talks about founders' values:
 - Steadfast commitment to putting clients first
 - Firm values are:
 - Dedication
 - Commitment
 - Consistency
 - Values
 - Confidence
 - Gives founder's reason for starting firm:
 - In the wake of the panic in 1893, most people in his community were "on their own."
 - (Tapin) wanted to create a company that had values of family and working for the future.
 - Started with 1000 people investing just \$5 each
 - Points out that they are in the small minority of the publicly-traded companies in the US that have been around for more than 100 years
 - Uses celebrity (Tommy Lee Jones) as spokesperson
 - Mentions firm tagline: "More within reach."
- Video channel statistics:
 - 41 videos on channel (including aired TV commercials)
- ER: This is one of the best examples I've seen.

Wells Fargo

- **The story of Wells Fargo: From stagecoach to Internet** (54,747 views)
 - <http://www.youtube.com/watch?v=XjHG1cQIEds>
 - John Stumpf, President & CEO of Wells Fargo, is spokesperson
 - Founded by two men that wanted to offer banking services in the Gold Rush portion of California

- Started using stagecoaches – came to be known as honest, reliable & trustworthy
- Railroads led to them becoming an express service
- Survived San Francisco earthquake, WWI, Great Depression (customers lost no money), WWII (helped launch boom of consumer installment loans)
- 1994 – first to introduce online banking
- Today’s company – result of tens of hundreds of mergers & acquisitions
- Vision –
 - satisfy all of customer’s financial needs & help them succeed financially
 - To be premier provider of financial services in all markets
 - People are our greatest competitive advantage.
 - Emphasis is not on transactions, but on lifelong relationships.
 - Better service = more sales
 - Culture of collaboration
- Outstanding reputation is earned through:
 - Conservative financial position
 - Prudent risk management
 - High ethical standards
 - Responsible lending
 - Leader in community involvement & environmental stewardship
 - Commitment to diversity
 - Incredible caring & energy of team members
- Most important measure of success: revenue growth
- ER: to me, this was dry and long. However, it was a story about the firm. Talks about the culture today and how it is made up of the people who have gone before us.

Charles Schwab

- **Chuck Schwab on Accountability** (207,911 views) –
 - http://www.youtube.com/watch?v=fhmrO8cZ_8Y
 - One-on-one with founder
 - He speaks about how trust is earned over time, and how Schwab aims to build a relationship with customers based on that principle. Schwab employees work to prove the company’s value through several trustworthy actions over time.
- **Why I Started Charles Schwab** (1,046 views) –
 - <http://www.youtube.com/watch?v=FiNhxXxl7CQ>
 - Founding of Schwab was based on the notion that investing was so costly for the average person
 - Saw an opportunity to take investing knowledge and make a firm that is client-focused

- The firm would provide more services at a substantially lower cost, and with the most choices that had ever been provided before by a firm.

Fidelity

- **Innovation at Fidelity** (1,259 views)
- http://www.youtube.com/watch?v=aK_CkHIJWwo
 - Pioneered investment management of mutual funds – had timeline below:
 - 1947 – Fidelity introduced the Puritan fund
 - First mutual fund with the goal of deriving income from common stocks
 - 1974 – first mutual fund company to use 1-800 numbers to sell directly to customers
 - 1986 – first mutual fund company to offer a credit card
 - 1995 – first mutual fund company with an internet webpage
 - 2008 – introduced a retirement rewards card
 - 2010 – released a brokerage trading app
 - Tagline: “Let us help you invest in your passion.”

Baird

Paul Purcell, Chairman & CEO (910 views)

- <http://www.youtube.com/watch?v=tu7mqgl9XHY>
 - Firm has been around for over 90 years – primary purpose is to take great care of clients
 - Business is “all about people.”
 - Firm has superior talent & clients that trust them
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Morgan Stanley

<http://www.youtube.com/watch?v=NyRZtuZb6sQ> :

- Target audience: Mostly potential employees. Secondly the end clients.
- Culture: individuality
- Basic values and principles: integrity, excellence, entrepreneurial spirit, respect for individuals and culture, teamwork
- Imagery from all over the nation, maps, pieces of organizational chart/marketing pieces, NYC, interviews from employees
- Very dated looking video

Views: 1,896- 271 views per month for 7 months

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Secondary Video: <http://www.youtube.com/watch?v=19SDI8PksXU>

Edward Jones

<http://www.youtube.com/watch?v=kyH9dsvb5UI>:

- 12,000 FA's, convenience/personalized. Working with the client.
- Edward Jones started in 1922, in St. Louis.
- 1950's, Ted Jones began expanding offices. One broker branch office was born.
- Now 11,000 branches in North America.
- Privately owned
- 7,000,000 clients.
- Principles remain the same: Edward Jones still focuses on one client: the serious, long term investor. Face to face relationships are important. Exceptional relationships with our clients. Industry awards and achievements.
- More than 5,000 in the home office.
- Video is directed towards potential end clients.

Views: 2,991- 187 views per month for 16 months

Published Date: Oct 3, 2012

Secondary Video: <http://www.youtube.com/watch?v=UtrVMWQCH7w>

Commonwealth

<http://www.commonwealth.com/story/history.aspx>:

- Video is a history timeline of the firm.
- Commonwealth started in 1979 as a small firm with no aspirations.
- Commonwealth is a culture that values personal relationships.
- They build a community of like-minded individuals with a purpose
- Fun and engaging to watch

LPL Financial

<http://www.youtube.com/watch?v=U8FKr6Rd4xk>:

- Serves over 12,000 advisors and their clients.
- Founders of LPL had a pioneering vision to create an alternative to Wall Street firms.
- Large independent research team.
- LPL Financial supports financial advisors in helping their clients by offering a robust mix of services and tools such as: Enabling technology, Comprehensive clearing and compliance services, Practice management programs and training, and Independent research.
- Target audience: End client.
- More of an overview of its business.
- Alternative to Wall Street. Independent advice, client focus. Unbiased research and solutions.
- Advisors provide unbiased guidance and advice.

- Training and support for FA's. Technology, service, research.
- No story of how the firm started.

Views: 377- 21 views per month for 18 months

Published Date: August 10, 2012

Raymond James video suggestions:

- Designate an executive as spokesperson
- Create a catchy tagline to use in all videos
- Use Raymond James book to pull history for a timeline
 - Sarah has information on this.
- Have Tom James speak about Bob James' reasons for founding the firm
- ER: include photos of PR/articles about Tom James
- Showcase the values of the firm
- Explain what distinguishes Raymond James from the rest of the financial services companies
- Show some clips of home office visits, and day to day activities in the firm
- Showcase Awards and Recognition pieces
- Have a screen which displays all of our values overlapping each other at the beginning/end
- Testimonies from advisors/clients
- Statistics ie: how many advisors we have
- List our locations