

07/11/02-Announcing Partnership With Raymond James

Truebridge, Inc. is pleased to announce that it has partnered with Raymond James Financial Services to offer the Cross Sell Advantage marketing system to all RJFS client financial institutions. RJFS has recognized Cross Sell Advantage as a powerful tool to generate more quality sales leads for its investment teams. In a recent publication sent to bank executives offering "Value Added Services," RJFS called Cross Sell Advantage "an excellent customer education-based marketing system that enables your financial institution to provide customers with a valuable learning tool while creating new cross-selling opportunities" Truebridge President and CEO A. Stewart Rose was an invited speaker at the RJFS National Conference for Professional development in Anaheim, CA in June, and has been asked to return to speak at their next national conference in October in Nashville, where he will deliver an address "Overcoming the Barriers to Cross Sell." The Financial Institutions Division (FID) of Raymond James Financial Services, Inc. (RJFS) is dedicated to providing community banks and credit unions across the nation the ability to offer full service investment brokerage and investment advisory services. They currently administer investment programs with over 300 financial institutions nationwide.