

SCHEDULE 14A INFORMATION
Proxy Statement Pursuant to Section 14(a)
of the Securities Exchange Act of 1934

Filed by the Registrant /X/

Filed by a Party other than the Registrant /_/

Check the appropriate box:

/_/ Preliminary Proxy Statement

/_/ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

/_/ Definitive Proxy Statement

/_/ Definitive Additional Materials

/X/ Soliciting Material Pursuant to Rule 14a-12

JWGENESIS FINANCIAL. CORP.

(Name of Registrant as Specified in its Charter)

N/A

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

N/A

(2) Aggregate number of class of securities to which transaction applies:

N/A

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

/_/ Fee paid previously with preliminary materials.

/_/ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fees was paid previously. Identify the previous filing by registration statement number or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid: N/A

(2) Form, Schedule or Registration Statement No.: N/A

(3) Filing Party: : N/A

(4) Date Filed: : N/A

The Challenge:

"At JWGenesis, we have a long-standing tradition of providing superior service to our representatives and their clients. Our new combination with First Union allows us to greatly expand the products we offer our clients while sustaining our commitment to excellent service."

– Marshall T. Leeds, Chairman
JWGenesis Financial Corp.

The Opportunity:

"The fastest-growing part of the brokerage industry is the independent representative segment—an arena that has never been served by a major integrated financial services organization like First Union. We saw a unique opportunity to build on the excellent foundation created by JWGenesis and redefine the independent brokerage business, empowering the independent financial advisor as never before."

– David L. Monday, President
First Union Securities Independent Brokerage Group

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To America's Financial Representatives:

I am delighted to announce that in January 2001, we will officially launch the first "superpower" for independent financial representatives. First Union Securities Financial Network will combine all the advantages of being independent with all the power of First Union – which includes the nation's sixth-largest brokerage firm and sixth-largest bank holding company. Now you can compete on a basis that is second to none, with first-rate compensation, products and services.

First – for independents. The power of independence, the comfort of a national brand.
First – for payout, up to 95%. First-tier compensation for first-tier performers.

First – for research. Fundamental and technical research resources including over 130 Institutional Investor All-American Analysts from First Union Securities, Inc. and four other leading national research correspondents.
First – for fee-based business. A comprehensive suite of fee-based programs supported by one of the industry's top consulting departments. With top money managers, a leading mutual fund wrap platform and state-of-the-art systems.

First – for mutual funds and annuities. FundMax provides instant analysis for 10,000 funds. Our research team provides objective information to help you build winning fund and annuity portfolios.
First – for transition assistance. Our professional team makes your transition easy, so you can stay focused on your business.

First – for technology. Our technology platform provides a wealth of information—on over 20,000 stocks and mutual funds—plus financial planning tools, and client-approved research reports.
First – for trust and lending services. Seamlessly integrate these additional revenue sources.

First – for marketing assistance. Proven marketing systems—including personal brochures and websites—help grow your practice.
First – for you. Our operations and support areas never forget that you are the client.

To get the complete story, call **1-800-594-3637**. And put yourself first.

Sincerely,

Marshall Leeds

Marshall T. Leeds
Chairman & CEO Elect
First Union Securities Financial Network

On August 31, 2000, First Union Corporation (First Union) and JWGenesis Financial Corp. signed a definitive Agreement and Plan of Merger (the Merger Agreement) whereby First Union agreed to acquire JWGenesis Financial Corp. and its subsidiaries, including JWGenesis Financial Services, Inc. Subject to the terms and conditions of the Merger Agreement, it is expected that this merger will close on or about January 2, 2001, at which time JWGenesis Financial Services, Inc. would become a wholly-owned subsidiary of First Union and would be renamed First Union Securities Financial Network, Inc., a member of NASD and SIPC. As an Equal Opportunity Employer, we recognize the power of the individual contribution and value different perspectives.
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