

Firm Brochure



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This brochure provides information about the qualifications and business practices of Raymond James Investment Counsel Ltd. If you have any questions about the contents of this brochure, please contact us at 604-654-1355. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Please note, where this brochure may use the terms “registered investment adviser” and/or “registered”, registration itself does not imply a certain level of skill or training. Additional information about Raymond James Investment Counsel Ltd. is also available on the SEC’s website at www.adviserinfo.sec.gov.

Material Updates

The following material updates are contained in this version of Raymond James Investment Counsel Ltd.'s Brochure, which was last updated on 22/12/2020:

Change to Review of Accounts to clarify that while you are provided a quarterly summary we do not produce it.
Change to Custody to clarify that we are deemed to have custody of your assets if you custody through RJCS with our parent company Raymond James Ltd..

For more information on this or any other matter, please do not hesitate to contact us.

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Advisory Business

Raymond James Investment Counsel Ltd. (RJIC) has been an investment counselor since July 2003. RJIC is a wholly owned subsidiary of Raymond James Ltd. (RJL), which in turn is owned by Raymond James Financial Inc. of St. Petersburg, Florida (Ticker symbol: RJF). As of December 2020, RJIC manages direct client assets in the amount of approximately \$306,200,080 on a discretionary basis.

RJIC specializes in discretionary investment management for individuals, trusts and private corporations. Our firm's approach to portfolio management features discipline, a focus on quality, and conservative risk management.

At RJIC we create investment portfolios that are tailored to the needs of each specific client and are managed on a segregated basis. We do this by incorporating each client's unique circumstances into his or her own distinct investment policy. Existing holdings, income requirements, tax considerations, time horizons, risk management and growth objectives are all taken into account in the process. We believe that the individual circumstances of each investor are a key determinant in the portfolio construction process.

Fees and Compensation

Our advisory service fees are up to 2% yearly based on assets under management and your agreement with your individual advisor. Our fees are charged monthly or quarterly in arrears. Fees are deducted from Clients' assets. There are no other charges in connection with our advisory services. Clients will incur brokerage and other transaction costs. Please refer to sections on Brokerage Practices and on Client Referrals and Other Compensation for more information on brokerage and other transaction costs.

Performance-Based Fees and Side-By-Side Management

RJIC does not charge performance-based fees.

Types of Clients

Our clients are individuals, private corporations and trusts.

Methods of Analysis, Investment Strategies and Risk of Loss

RJIC is a multiple strategy firm defined by its dedicated personalized services and high ethical standards. Each of our advisors operates with an individualized strategy complemented by a distinct interpretive ability, based on their high level of expertise and longstanding experience in managing portfolios for clients. Investing involves risk, and even the best investing strategy cannot prevent loss which clients should be prepared to bear.

RJIC provides advice on asset allocation, diversification, and long-term investments, and employs several methods of analysis using a wide variety of resources with respect to its investment management strategies. The methods of analysis may include the following:

Fundamental: Fundamental analysis is a general assessment based upon various factors including sale price, asset value, market structure, and history. RJIC will analyze the financial condition, capabilities of management, earnings, new products and services, as well as the company's markets and position amongst its competitors in order to determine the recommendations made to clients. The primary risk in using fundamental analysis is that while the overall health and position of a company may be good, market conditions may negatively impact the security.

Cyclical: Cyclical analysis is a time based assessment which incorporates past and present performance to determine future value. The primary risk of using cyclical analysis is that past performance cannot guarantee to future results.

Charting and Technical: Charting consists of preparing a technical analysis using diagrams to illustrate various patterns or progressions in market or account movement. Similar to charting, technical analysis employs the use of statistical models and quantitative methodologies to evaluate performance and value over a specified period of time. Technical analysis involves the analysis of past market data rather than specific company data in determining the recommendations made to clients, and may involve the use of charts to identify market patterns and trends which may be based on investor sentiment rather than the fundamentals of the company. The primary risk in using technical analysis is that spotting historical trends may not help to predict such trends in the future. Even if the trend will eventually reoccur, there is no guarantee that charting will be able to accurately predict such a reoccurrence.

Disciplinary Information

As a registered investment adviser, RJIC is obligated to provide clients with information regarding any legal or disciplinary events that a client may consider material in the evaluation of RJIC's advisory services and the integrity of its management. RJIC is currently required to report the following disclosures:

As broker-dealer, Raymond James (USA) Ltd., an affiliate of RJIC, was subject to a 2006 NASD violation of SEC Rule 17A-4. This Rule requires brokerage firms to maintain electronic communications records for a period of three years or more. Without admitting or denying the Association's findings, RJLU paid a monetary fine of \$50,000 to settle the matter formally.

In 2006, Raymond James Ltd., RJIC's parent company, settled with Market Regulation Services, Inc. ("RS"), its Canadian regulator, and agreed to pay a total monetary fine of \$525,000 for contravention of RS' universal market integrity rules

relating to client priority, failure to record client consent order making, and audit trail on numerous occasions from February 2003 to February 2005 and for failing to comply with the firm's trading supervision obligations from July 2003 to February 2005.

Finally, in 2008, RJIC settled with the British Columbia Securities Commission, and agreed to pay a total monetary fine of \$16,250 for providing investment advice for up to nine British Columbia residents without being licensed to do so.

Other Financial Industry Activities and Affiliations

RJIC is the wholly owned subsidiary of Raymond James Ltd. (RJL), a Canadian broker-dealer, which in turn is owned by Raymond James Financial Inc. of St. Petersburg, Florida (Ticker symbol: RJF), also a broker-dealer. RJIC is also indirectly affiliated with a variety of other investment advisers, brokerage entities, and other financial institutions.

Certain officers and directors of RJIC are also officers and directors of RJL. RJL provides administrative services to RJIC and RJL personnel assigned to those roles are subject to a confidentiality policy. In general, RJIC's advisors provide portfolio management services only to RJIC clients and have no other client business activity.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

RJIC adheres to the CFA Institute Code of Ethics and Standards of Professional Conduct, meaning:

- Acting with integrity, competence, dignity, and in an ethical manner when dealing with the public, clients, prospects and employers, employees;
- Practicing and encouraging others to practice in a professional and ethical manner;
- Striving to maintain and improve competence;
- Using reasonable care and exercising independent professional judgment.

We will provide a copy of our code of ethics to any client or prospective client upon request.

RJIC will not recommend, buy or sell securities for which our advisors or related persons have a material financial interest.

RJIC always puts client interests first. This means recommendations on securities will be considered first for clients and buys and sells will be executed for clients before advisors and access persons.

Brokerage Practices

➤ ***Selection of broker-dealers for client transactions***

RJIC executes client trades through Raymond James Ltd. and all trades are performed and trade confirmations delivered by Raymond James Correspondent Services (RJCS), a division of RJL.

We have no agreements for research or other soft dollar benefits with broker-dealers.

➤ ***Brokerage for client referrals***

We do not consider client referrals when selecting or recommending broker-dealers to execute client trades. In the last fiscal year we did not direct any client transactions to a particular broker-dealer in return for client referrals.

➤ ***Directed Brokerage***

RJIC direct clients to use RJCS, a division of RJL as custodian for their account(s). Not all advisers direct clients to use a specific custodian. RJL is RJIC's parent company which creates a conflict of interest. This practice may make us unable to achieve the most favorable execution for our clients, which could cost our clients money. However, we have procedures in place to ensure that RJL achieves best execution for our clients.

While best execution is difficult to define and challenging to measure, there is some consensus that it does not solely mean the achievement of the best price on a given transaction. Rather, it appears to be a collective consideration of factors concerning the trade in question. Such factors include the security being traded, the price of the trade, the speed of execution, apparent conditions in the market, and the specific needs of the client.

➤ ***Aggregation of orders for various client accounts***

RJIC will not intentionally favor or disfavor any client or class of clients in the allocation of investment opportunities, so that to the greatest extent practical, such opportunities will be allocated among clients over a period of time on a fair and equitable basis. Aggregating orders will allow allocating investment opportunities evenly among clients and reduce the cost if a single transaction is executed.

Review of Accounts

The compliance department monitors all trades on a daily basis. Clients are contacted annually to determine if any material information has changed. Other events could trigger a review of investment objectives and risk, such as material changes to client situation reported by the client, significant deposits in or withdrawals from the portfolio, or material changes in the marketplace. Based on the information provided to RJIC, a review of the client's investments will be

undertaken by the advising advisors to determine if the client's current investments reflect their revised investment objectives and needs.

Clients are provided quarterly, a comprehensive portfolio valuation that lists all securities and their respective costs and market values. You are also provided an annual performance report and annual cost report which explains all fees paid during the year.

Client Referrals and Other Compensation

RJIC may pay a referral fee for the referral of clients. If applicable, this fee is a percentage of the annual investment management fee charged to referred client accounts. This fee does not represent any additional cost to the client. Rather, it is deducted from RJIC's investment management fee and is paid on an ongoing basis as long as RJIC manages the account. When applicable, the client will be asked to agree to the referral before the account opening.

Custody

Under SEC Rule 206(4)-2, RJIC may be viewed for regulatory purposes as having custody of certain client assets due to the client's account(s) being held through RJCS with our parent company Raymond James Ltd.. RJIC is not a brokerdealer and does not take possession of client assets. Our client assets are housed with custodians, which are approved by the clients themselves. The custodian will send account statements on a quarterly basis at minimum or monthly if there were transactions in the account. RJIC encourages each client to review the custodial reports the client receives and to compare them to the reports, if any, they receive from RJIC. If you have any questions or notice and discrepancies on the information the custodian or RJIC provides, please contact RJIC immediately.

Investment Discretion

A Discretionary Investment Management Agreement providing the terms and conditions under which the account will be managed will be signed by the client at the opening. The client authorizes RJIC to make buy and sell decisions, carry out transactions and provide investment management advice for the client account in accordance with the client's investment objectives and risk tolerance.

The client may make changes in his or her investment objectives at any time by communicating them to RJIC.

The client will advise RJIC of any restrictions that may be applicable to investments for the account, including, without limitation, any restrictions on the client's legal ability to trade in securities and any other tax, pension or other legal requirements that may be applicable to the investments that may be made for the account.

In the management of the account, RJIC will exercise such care and prudence as would be expected of an experienced investment counsel, in accordance with the client's investment objectives and risk tolerance.

Voting Client Securities

Voting decisions on securities held by clients will be made by advisors in the best interest of the clients and be executed in a timely manner. If a conflict of interest is identified between an advisor and a client, the advisor will disregard his own interest. If RJIC's interest is in conflict with that of a client, RJIC will disclose this situation to the client and request voting instructions from the client. Details of voting decisions will be made available in writing to clients who so request. Where the client has withdrawn the authorization for RJIC to vote their securities, he/she will receive his/her proxies and other solicitations directly from the custodian or transfer agent. Clients are encouraged to contact their advisor with questions about a particular solicitation.

Financial Information

This section is not applicable to RJIC because we do not require or solicit prepayment of fees and have no direct custody of client funds or securities.

Part 2B of Form ADV: Brochure Supplement

**Joel Raby
Ian Osler**

Raymond James Investment Counsel Ltd.

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December 2020

This brochure supplement provides information about the individuals listed above that supplements the Raymond James Investment Counsel Ltd. brochure. You should have received a copy of that brochure. Please contact Robb Bassett at (604) 654-1355 if you did not receive Raymond James Investment Counsel Ltd's brochure or if you have any questions about the contents of this supplement.

Additional information about the individuals listed above is available on the SEC's website at www.adviserinfo.sec.gov

Joel Raby

Full Legal Name: Joel Henry Raby

Born: 1948

Education

McGill University, Bachelor of Commerce, 1969

University of Pennsylvania, The Wharton School of Finance and Commerce,
Masters of Business Administration, 1971

Business Experience

Raymond James Investment Counsel Ltd., Investment Counsel, 2012 to Present

Joel Raby Asset Management Inc., 2007-2012

Designations

Chartered Financial Analyst, 1977

The CFA is considered to be the one of premier financial designations in the world. Issues by the CFA Institute, candidates must either hold an undergraduate degree and 4 years of professional experience involving investment decision-making, or 4 years of qualified work experience. Candidates must pass a series of three challenging exams covering material ranging from securities analysis, valuation, portfolio management, and quantitative analytical methods. More information is available at www.cfainstitute.org.

Item 3: Disciplinary Information

Mr. Raby has no disciplinary history.

Item 4: Other Business Activities

Mr. Raby is a member of a committee of McGill University that selects third party investment managers for the McGill University Endowment and Pension funds. He is not involved in any significant non-investment-related business activities.

Mr. Raby is a consultant for the Board of Directors of Joddes Ltd. a private holding company.

Mr. Raby advises families that are not clients of Raymond James Investment Counsel Ltd. on choosing Investment Advisors and general business activities.

Mr. Raby is on the Board of Directors of the condominium association where he lives.

Item 5: Additional Compensation

Mr. Raby does not receive any economic benefit from a non-advisory client for the providing of advisory services.

Item 6: Supervision

Supervisor: Stephen Robb Bassett
Title: Chief Compliance Officer
Phone Number: (604) 654-1355

Mr. Raby is supervised by Robb Bassett or his designates. Mr. Raby's trades on behalf of client accounts are verified on a daily basis for suitability, internal compliance, general securities law compliance, and anti-money laundering rules. Any discrepancies are quickly addressed and resolved.

Ian Osler

Full Legal Name: Ian Featherstone Osler

Born: 1954

Educational Background & Business Experience

Education

Queens University, Bachelors of Arts (Honours), Economics

Business Experience

Raymond James Investment Counsel Ltd. Portfolio Manager, 2010 to Present

Self-employed, family office, 2003-2010

Designations

Chartered Financial Analyst, 1986

The CFA is considered to be the one of premier financial designations in the world. Issues by the CFA Institute, candidates must either hold an undergraduate degree and 4 years of professional experience involving investment decision-making, or 4 years of qualified work experience. Candidates must pass a series of three challenging exams covering material ranging from securities analysis, valuation, portfolio management, and quantitative analytical methods. More information is available at www.cfainstitute.org.

Disciplinary Information

Mr. Osler has no disciplinary history.

Other Business Activities

Mr. Osler is on the executive committee with the Mooredale Community Association's soccer program.

Mr. Osler is on the Long Range planning committee of the Devil's Glenn ski club.

Mr. Osler is also the treasurer for the Moore Park Resident's Association.

Additional Compensation

Mr. Osler does not receive any economic benefit from a non-advisory client for the providing of advisory services.

Supervision

Supervisor: Stephen Robb Bassett

Title: Chief Compliance Officer

Phone Number: (604) 654-1355

Mr. Osler is supervised by Robb Bassett or his designates. Mr. Osler's trades on behalf of client accounts are verified on a daily basis for suitability, internal compliance, general securities law compliance, and anti-money laundering rules. Any discrepancies are quickly addressed and resolved.