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Raymond James Financial, Inc. Electronic EDGAR Proof

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Job Number:	-NOT DEFINED-
Filer:	-NOT DEFINED-
Form Type:	8-K
Reporting Period / Event Date:	02/25/09
Customer Service Representative:	-NOT DEFINED-
Revision Number:	-NOT DEFINED-

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This proof may not fit on letter-sized (8.5 x 11 inch) paper. If copy is cut off, please print to a larger format, e.g., legal-sized (8.5 x 14 inch) paper or oversized (11 x 17 inch) paper.

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EDGAR Submission Header Summary

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Return Copy	on
Submission Contact	Jennifer C. Ackart
Submission Contact Phone Number	727-567-4303
Exchange	NYSE
Confirming Copy	off
Filer CIK	0000720005
Filer CCC	xxxxxxx
Period of Report	02/25/09
Item IDs	7.01
	9.01
Notify via Filing website Only	off
Emails	<div>lisa.williford@raymondjames.com</div> <div>doug.krueger@raymondjames.com</div> <div>jennifer.ackart@raymondjames.com</div>

Documents

8-K	k8022509.htm
	8-K
EX-99.1	ex99_1.htm
	1/31/09 Operating Data Release
GRAPHIC	logo.jpg
	logo
8-K	submissionpdf.pdf
	pdf

Module and Segment References

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# SEC EDGAR XFDL Submission Header

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

February 25, 2009  
Date of report (date of earliest event reported)

Raymond James Financial, Inc.  
(Exact Name of Registrant as Specified in Its Charter)

Florida  
(State or Other Jurisdiction of Incorporation)

1-9109  
(Commission File Number)

59-1517485  
(IRS Employer Identification No.)

880 Carillon Parkway St. Petersburg, FL 33716  
(Address of Principal Executive Offices) (Zip Code)

(727) 567-1000  
(Registrant's Telephone Number, Including Area Code)

Not Applicable  
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure**

On February 25, 2009, Raymond James Financial, Inc. issued a press release disclosing operating data for the period ending January 31, 2009. A copy of the release is attached as Exhibit 99.1 to this report.

The information furnished herein, including Exhibit 99.1, is not deemed to be "filed" for purposes of Section 18 of the Exchange Act, or otherwise subject to the liability of that section. This information will not be deemed to be incorporated by reference into any filing under the Securities Act or the Exchange Act, except to the extent that the registrant specifically incorporates it by reference.

**Item 9.01 Financial Statements and Exhibits**

(d) The following is filed as an exhibit to this report:

**Exhibit No.**

99.1 Press release dated February 25, 2009 issued by Raymond James Financial, Inc.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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RAYMOND JAMES FINANCIAL, INC.

Date: February 25, 2009

By:    /s/ Jeffrey P. Julien  
         Jeffrey P. Julien  
         Senior Vice President - Finance  
         and Chief Financial Officer



February 25, 2009

FOR IMMEDIATE RELEASE

RAYMOND JAMES FINANCIAL, INC.  
REPORTS JANUARY 2009 OPERATING DATA

ST. PETERSBURG, Fla. – In an effort to provide timely information to enable analysts and investors to stay better informed about the general trends in our major business segments, we are releasing selected operating statistics. Due to the limited nature of this data, a consistent correlation to earnings should not be assumed.

“As I predicted, commissions and fees dropped 25 percent as assets under administration declined by a similar amount. Fixed Income institutional sales continued to record good increases, contrasted to the general trend. In addition, Raymond James Bank benefited from loan growth and abnormally high interest spreads as discussed in last quarter’s report. I continue to forecast weak results in the securities business, with the exception of Fixed Income and favorable banking comparisons with last year’s results,” stated Chairman and CEO Thomas A. James.

Raymond James Financial (NYSE-RJF) is a Florida-based diversified holding company providing financial services to individuals, corporations and municipalities through its subsidiary companies. Its three principal wholly owned broker/dealers (Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd.) and Raymond James Investment Services Limited, a majority-owned independent contractor subsidiary in the United Kingdom, have a total of more than 5,000 financial advisors serving approximately 1.8 million<sup>1</sup> accounts in 2,200 locations throughout the United States, Canada and overseas. In addition, total client assets are currently \$173 billion<sup>2</sup>, of which approximately \$26 billion are managed by the firm’s asset management subsidiaries.

To the extent that Raymond James makes or publishes forward-looking statements (regarding economic conditions, management expectations, strategic objectives, business prospects, anticipated expense savings, financial results, anticipated results of litigation and regulatory proceedings, adequacy of loan loss provisions and other similar matters), a variety of factors, many of which are beyond Raymond James’ control, could cause actual results and experiences to differ materially from the expectations and objectives expressed in these statements. These factors are described in Raymond James’ 2008 annual report on Form 10-K which is available on raymondjames.com and sec.gov.

<sup>1</sup> Decrease in number of client accounts is due to the exclusion of approximately 100,000 zero balance accounts not associated with any assets. Reported figures for prior periods included these accounts.

<sup>2</sup> Client assets under administration now include \$7 billion in balances related to direct mutual funds which were not previously reported.

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	<b>January 2009</b> <b>(20 business days)</b>	<b>January 2008</b> <b>(21 business days)</b>	<b>December 2008</b> <b>(22 business days)</b>
Securities commissions/fees <sup>(1)</sup>	\$ 123.0 mil.	\$ 163.6 mil.	\$ 132.4 mil.
Assets under management <sup>(2)</sup>	\$ 26.4 bil.	\$ 35.8 bil.	\$ 27.7 bil.
# of managed/co-managed underwritings <sup>(3)</sup>	6	1	-
Total customer assets under administration	\$ 172.8 bil. <sup>(5)</sup>	\$ 211.0 bil.	\$ 170.1 bil.
Raymond James Bank total assets <sup>(4)</sup>	\$ 9.1 bil.	\$ 7.6 bil.	\$ 9.5 bil.
Raymond James Bank total loans, net <sup>(4)</sup>	\$ 7.7 bil.	\$ 5.9 bil.	\$ 7.7 bil.

- (1) Includes all securities commissions and fees generated by our financial advisors, both private client and institutional.
- (2) This is the primary revenue driver for the asset management segment. Investment advisory fees are based on a percentage of assets at either a single point in time within the quarter, typically the beginning or end of a quarter, or the “average daily” balances of assets under management.
- (3) This is only one of several key revenue sources for the capital markets segment; other key revenue sources include institutional sales commissions and transaction fees.
- (4) These illustrate the progress made in growing the use of Raymond James Bank as a cash sweep option for brokerage clients, and the related lending activity, thus increasing the company’s net interest earnings.
- (5) Client assets under administration now include \$7 billion in balances related to direct mutual funds which were not previously reported.