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Return Copy	on
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Submission Contact Phone Number	727-567-4303
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Filer CCC	xxxxxxxx
Period of Report	02/23/10
Item IDs	7.01
	9.01
Notify via Filing website Only	off
Emails	jennifer.ackart@raymondjames.com doug.krueger@raymondjames.com stephanie.mailhot@raymondjames.com mike.badal@raymondjames.com lisa.williford@raymondjames.com

Documents

8-K	k8022310.htm
	8-K
EX-99.1	ex99_1.htm
	January 2010 Operating Data Press Release
GRAPHIC	logo.jpg
8-K	submissionpdf.pdf
	pdf

Module and Segment References

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 22, 2010
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))
-

Item 7.01 Regulation FD Disclosure

On February 22, 2010, the Company issued the press release disclosing operating data for January 2010.

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 22, 2010 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.

RAYMOND JAMES FINANCIAL, INC.

Date: February 23, 2010

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

RAYMOND JAMES®

February 22, 2010
 FOR IMMEDIATE RELEASE
 RAYMOND JAMES FINANCIAL, INC.
 REPORTS JANUARY 2010 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.

“I’m encouraged by the continued increase reflected in January’s commissions/fees, which were up 27% over prior year’s levels. Although that represented a small decline from December 2009, fewer business days this year more than accounted for the difference. In spite of positive net sales, assets under management declined from the prior month by 3% but were up 36% over the year earlier total. January’s market decline also reduced client assets under administration. Underwriting activity remains robust. These results are consistent with our view that the recovery is underway, albeit slowly, with anticipated monthly volatility.”

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 5,300 financial advisors serving approximately 19 million accounts in 2,300 locations throughout the United States, Canada and overseas. In addition, total client assets are currently \$229 billion, of which approximately \$30 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, levels of loan loss provisions anticipated expense savings, financial results, anticipated results of litigation and regulatory proceedings, 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’ 2009 annual report on Form 10-K and the quarterly report on Form 10-Q for the quarter ended December 31, 2009, which are available on raymondjames.com and sec.gov.

	January 2010 (19 business days)	January 2009 (20 business days)	December 2009 (22 business days)
Securities commissions/fees ⁽¹⁾	\$ 155.6 mil.	\$ 123.0 mil	\$ 163.4 mil.
Financial Assets Under Management (excluding Money Market Funds) ⁽²⁾	\$ 26.9 bil.	\$ 19.8 bil.	\$ 27.6 bil.
# of managed/co-managed underwritings ⁽³⁾	10	6	7
Total customer assets under administration	\$ 228.8 bil.	\$ 172.8 bil.	\$ 231.7 bil.
Raymond James Bank total assets	\$ 7.5 bil.	\$ 9.1 bil.	\$ 7.9 bil.
Raymond James Bank total loans, net	\$ 6.5 bil.	\$ 7.7 bil.	\$ 6.5 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.