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EDGAR Submission Header Summary

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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	03/04/10
Item IDs	7.01
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	k8030410.htm
	8-K
EX-99.1	ex99_1.htm
	Institutional Investors Conference 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

March 4, 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 March 4, 2010, the Company issued a press release to announce that it would present at the Raymond James 31st Annual Institutional Investors Conference on March 8, 2010. A live audio webcast and presentation slides will be available on the Company's website www.RaymondJames.com.

Exhibit No.

99.1 Press release dated March 4, 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: March 5, 2010

By: /s/ Thomas A. James
Thomas A. James
Chairman and Chief Executive Officer



March 4, 2010
FOR IMMEDIATE RELEASE
RAYMOND JAMES FINANCIAL, INC. TO PRESENT
AT 31st INSTITUTIONAL INVESTORS CONFERENCE

ST. PETERSBURG, Fla. – Raymond James Financial, Inc. announced today that it will present at the Raymond James 31st Annual Institutional Investors Conference in Orlando, Fla., on Monday, March 8, at 10:25 a.m. EST. A live audio webcast and presentation slides will be available on the company's website, raymondjames.com. The subjects to be covered may include forward-looking information. Company statements and management responses to questions posed by attendees may or may not involve disclosures subject to Regulation FD.

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 1.9 million accounts in more than 2,300 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately \$229 billion, of which \$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, loan reserves/losses, 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 which is available on raymondjames.com and sec.gov.

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For more information, contact Anthea Penrose at 727-567-2824.
Please visit the Raymond James Press Center at raymondjames.com/media.