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## Raymond James Financial Electronic EDGAR Proof

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**Job Number:**

**Filer:**

**Form Type:** 8-K

**Reporting Period / Event Date:** 05/20/10

**Customer Service Representative:**

**Revision Number:**

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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.

Accuracy of proof is guaranteed ONLY if printed to a PostScript printer using the correct PostScript driver for that printer make and model.

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(this header is not part of the document)

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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
Exchange	NONE
Confirming Copy	off
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Filer CCC	xxxxxxx
Period of Report	05/20/10
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
	michael.castellani@raymondjames.com
	rjbank-finance@rjlan.rjf.com

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### Documents

8-K	k8052010.htm
	8K
EX-99.1	ex99_1.htm
	April 2010 Operating Data Press Release & Dividend Declaration
GRAPHIC	logo.jpg
8-K	submissionpdf.pdf
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### 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**

**May 20, 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 May 20, 2010, the Company issued the press release disclosing operating data for April 2010. In addition, it includes the announcement that the Board of Directors declared a quarterly cash dividend on its common shares.

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 May 20, 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.

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RAYMOND JAMES FINANCIAL, INC.

Date: May 21, 2010

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

# RAYMOND JAMES®

May 20, 2010  
FOR IMMEDIATE RELEASE  
RAYMOND JAMES FINANCIAL, INC.,  
REPORTS APRIL 2010 OPERATING DATA,  
BOARD MAINTAINS QUARTERLY DIVIDEND

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.

“April’s statistics confirmed the continuing, measured improvement in our monthly statistics,” stated CEO Paul Reilly. “Boosted by resurging Private Client Group activity, fees and commissions increased 38 percent over last April and 3 percent over the vibrant prior month. Financial assets under management were up 42 percent over last year and 3 percent over the prior month, but recent market declines may be indicating the long-expected correction.

“Underwriting activity is still good although down from March’s extraordinary activity. Total client assets are at a record level. While Raymond James Bank is producing numerous new loans, total loans still declined marginally as payoffs have remained at historically high levels. If the equity market declines materially, we expect favorable comparisons will be interrupted during the correction.”

In addition, the Raymond James Financial Board of Directors today declared a quarterly cash dividend on its common shares of \$.11 per share, payable July 15, 2010, to shareholders of record on July 1. This is the 25th consecutive year in which Raymond James has paid its shareholders a dividend.

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 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 \$246 billion, of which \$32.8 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 quarters ended December 31, 2009 and March 31, 2010, which are available on [raymondjames.com](http://raymondjames.com) and [sec.gov](http://sec.gov).

	April 2010 (21 business days)	April 2009 (21 business days)	March 2010 (23 business days)
Securities commissions/fees <sup>(1)</sup>	\$ 179.0 mil.	\$ 129.9 mil	\$ 174.2 mil.
Financial Assets Under Management (excluding Money Market Funds) <sup>(2)</sup>	\$ 30.1 bil.	\$ 21.2 bil	\$ 29.3 bil.
Of managed/co-managed underwritings <sup>(3)</sup>	8	7	17
Total customer assets under administration	\$ 246.2 bil.	\$ 182.8 bil.	\$ 242.4 bil.
Raymond James Bank total loans, net	\$ 6.1 bil.	\$ 7.5 bil.	\$ 6.2 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.

-30-

For more information, contact Anthea Penrose at 727-567-2824.

Please visit the Raymond James Press Center at [raymondjames.com/media](http://raymondjames.com/media).