
Raymond James Financial Electronic EDGAR Proof

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EDGAR Submission Header Summary

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Period of Report	11/23/10
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	stephanie.mailhot@raymondjames.com
	jennifer.ackart@raymondjames.com
	jonathan.oorlog@raymondjames.com
	mike.badal@raymondjames.com
	rjbank-finance@raymondjames.com

Documents

8-K	k8112310.htm
	8K
EX-99.1	ex99_1.htm
	October 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**

November 23, 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 November 23, 2010, the Company issued the press release disclosing operating data for October 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 November 23, 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: November 23, 2010

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

RAYMOND JAMES®

November 23, 2010
FOR IMMEDIATE RELEASE

RAYMOND JAMES FINANCIAL REPORTS OCTOBER 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.

“Overall, October was a solid month for Raymond James,” stated CEO Paul Reilly. “Securities commissions and fees were down just slightly from September after eliminating that month’s one-time adjustment. Customer assets under administration hit a new all time record of \$254.1 billion while assets under management (excluding money market funds) also neared a new record at \$31.2 billion.

“Not as apparent by the statistics, Equity Capital Markets also had a strong month as we were the lead book runner on Campus Crest, one of our largest lead-managed IPOs ever. Overall, Fixed Income also enjoyed a strong month, although early November has been challenging from a trading perspective. Bank loans were down slightly sequentially due to continued pay downs, but have recovered in November and the loan pipeline is active. Although the financial markets remain uncertain, we still see a slowly improving economy. Raymond James remains well-positioned given any reasonable market.”

About Raymond James Financial, Inc.

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. have more than 5,300 financial advisors serving 1.9 million accounts in 2,300 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately \$254 billion, of which approximately \$31 billion are managed by the firm’s asset management subsidiaries.

To the extent that Raymond James makes or publishes forward-looking statements (regarding management expectations, strategic objectives, business prospects, 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, which is available on RAYMONDJAMES.COM and SEC.GOV.

	October 2010 (21 business days)	October 2009 (22 business days)	September 2010 (21 business days)
Securities commissions/fees ⁽¹⁾	\$ 168.2 mil.	\$ 158.1 mil	\$ 185.4 mil.
Total customer assets under administration	\$ 254.1 bil.	\$ 220.0 bil.	\$ 248.9 bil.
# of lead managed underwritings ⁽²⁾	3	2	5
Financial Assets Under Management (excluding Money Market Funds) ⁽³⁾	\$ 31.2 bil.	\$ 25.5 bil	\$ 30.0 bil.
Raymond James Bank total loans, net	\$ 6.0 bil.	\$ 6.5 bil.	\$ 6.1 bil.

(1) Includes all securities commissions and fees generated by our financial advisors, both private client and institutional.

(2) This is only one of several key revenue sources for the capital markets segment; other key revenue sources include institutional sales commissions, M&A and co-managed deals and transaction fees.

(3) 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.

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For more information, please contact Steve Hollister at 727-567-2824.

Please visit the Raymond James Press Center at raymondjames.com/media.