

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20110280383-01**

TO: Department of Market Regulation
Financial Industry Regulatory Authority ("FINRA")

RE: Raymond James & Associates, Inc. ("RAJA"), Respondent
Broker-Dealer
CRD No. 705

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Raymond James & Associates, Inc. (the "firm") submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against the firm alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. The firm hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

The firm has been a member of FINRA since August 21, 1964, and its registration remains in effect. The firm has no prior relevant disciplinary history.

FACTS AND VIOLATIVE CONDUCT

In Matter No. 20110280383, the Customer Issue Team of the Department of Market Regulation reviewed the firm's compliance with FINRA rules related to limit order protection during the period from April 1, 2010 through June 30, 2010, (the "Review Period").

1. In 14 instances during the Review Period, the firm failed to execute 12 customer limit orders in over-the-counter ("OTC") securities after it traded each subject security for its own market-making account at a price that would have satisfied each customer's limit order. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 2010 and NASD IM-2110-2.

2. In 10 instances during the Review Period, the firm failed to contemporaneously execute 10 customer limit orders in OTC securities after it traded each subject security for its own market-making account, and failed to execute the order at a price that would have satisfied each customer's limit order. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 2010 and NASD IM-2110-2.¹
3. In 20 instances during the Review Period, the firm failed to contemporaneously execute 20 customer limit orders in OTC securities after it traded each subject security for its own market-making account. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 2010 and NASD IM-2110-2.

In Matter No. 20110292862, the Customer Issues Team of the Department of Market Regulation reviewed the firm's compliance with FINRA rules related to Best Execution during the period from January 1, 2011 through March 30, 2011 (the "Review Period").

1. During the Review Period in 48 transactions for or with a customer, the firm failed to use reasonable diligence to ascertain the best inter-dealer market and failed to buy or sell in such market so that the resultant price to its customer was as favorable as possible under prevailing market conditions. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 2010 and NASD Rule 2320.²

In Matter No. 20110301390, the Market Analysis Section of the Department of Market Regulation reviewed the firm's compliance with FINRA Rule relating to limit order display during the period from August 1, 2011 through September 30, 2011 (the "Review Period").

1. During the Review Period, the firm failed to publish immediately a bid or offer that reflected the price and the full size of 21 customer limit orders for OTC Equity Securities held by the firm that were at a price that would have improved the bid or offer of the firm in such securities. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6460.

¹ The 24 limit order protection violations discussed in paragraphs 1 and 2 resulted in \$419.00 in restitution, which the firm has confirmed was either paid or declined.

² The 48 best execution violations discussed in this paragraph resulted in \$353.81 in restitution, which the Firm has confirmed was either paid or declined.

- B. The firm also consents to the imposition of the following sanctions:

A censure and a fine of \$22,500 (consisting of \$10,000 for the limit order protection violations of FINRA Rule 2010 and NASD IM-2110-2; \$5,000 for the best execution violations of FINRA Rule 2010 and NASD Rule 2320; and \$7,500 for the limit order display violations of FINRA Rule 6460).

The firm agrees to pay the monetary sanction upon notice that this AWC has been accepted and that such payment is due and payable. It has submitted an Election of Payment form showing the method by which it proposes to pay the fine imposed.

The firm specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, the monetary sanction imposed in this matter.

The sanctions imposed herein shall be effective on a date set by FINRA staff.

II.

WAIVER OF PROCEDURAL RIGHTS

The firm specifically and voluntarily waives the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against the firm;
- B. To be notified of the Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, the firm specifically and voluntarily waives any right to claim bias or prejudgment of the General Counsel, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

The firm further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.
OTHER MATTERS

The firm understands that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against the firm; and
- C. If accepted:
 - 1. this AWC will become part of the firm's permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against the firm;
 - 2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about the firm's disciplinary record;
 - 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
 - 4. The firm may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. The firm may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects the firm's: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.
- D. The firm may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. The firm understands that it may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

The undersigned, on behalf of the firm, certifies that a person duly authorized to act on its behalf has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that it has agreed to the AWC's provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce the firm to submit it.

7/23/2014
Date

Respondent
Raymond James & Associates, Inc.

By: [Signature]

Name: David M. Wolk

Title: Gen. Mgr.

Reviewed by:

[Signature]

Michael Wolk
Counsel for Respondent
Sidley Austin, LLP
1501 K Street, N.W.
Washington, DC 20005
202-736-8807

Accepted by FINRA:

8/14/14
Date

Signed on behalf of the
Director of ODA, by delegated authority

[Signature]
Ken Bozza, Chief Counsel
Legal Section
Department of Market Regulation