

FINANCIAL ADVISOR PAYOUT

2022 rank	COMPANY NAME	AVERAGE PAYOUT		TOTAL PAYOUT		TOTAL REPS	% CHANGE	
		\$000	% CHANGE	\$000	% CHANGE			
1	Commonwealth Financial Network	769	22.3	1,597,179	26.3	2,541	2.6	
2	Raymond James Financial Services, Inc.	523	19.9	2,421,000	24.1	6,767	1.9	
3	Geneos Wealth Management, Inc.	484	18.2	119,627	14.5	300	(3.2)	
4	Prospera Financial Services	433	11.8	70,603	41.2	163	26.4	
5	Arkadios Capital	421	10.1	44,254	54.2	126	40.0	
6	Independent Financial Group, LLC	397	27.0	218,972	30.4	620	0.8	
7	Kestra Financial	391	17.1	550,994	22.6	1,792	3.2	
8	Harbour Investments, Inc.	358	21.8	77,306	23.5	284	1.1	
9	M Holdings Securities, Inc.	354	18.4	170,810	11.7	694	(5.7)	
10	United Planners Financial Services	341	28.4	152,600	27.0	527	(2.0)	
11	Founders Financial	335	21.4	29,815	35.0	89	11.3	
12	Advisor Group	327	29.2	3,166,830	24.2	13,937	(4.0)	
13	Securian Financial Services, Inc.	322	18.6	358,292	22.7	1,114	3.4	
14	Infinex Financial Group	308	11.9	144,000	16.1	790	2.6	
15	Cambridge Investment Research, Inc.	303	25.6	1,130,445	29.3	4,589	1.3	
16	Independent Financial Partners	293	13.5	71,793	32.5	245	16.7	
17	Lincoln Investment Planning	287	22.0	281,938	18.7	996	(4.2)	
18	Northwestern Mutual Investment Services	270	30.2	1,491,976	37.1	8,492	(1.7)	
19	Centaurus Financial, Inc.	263	14.8	169,690	15.0	656	0.2	
20	LPL Financial	261	21.9	5,180,090	40.1	19,876	15.0	
21	Grove Point Financial	257	23.2	104,976	16.6	437	3.6	
22	The Investment Center, Inc.	243	31.2	60,390	32.8	295	1.4	
23	International Assets Advisory, LLC	227	20.4	34,280	24.5	193	4.3	
24	Cetera Financial Group	227	20.0	1,812,597	27.8	9,102	6.1	
25	Atria Wealth Solutions	226	22.8	504,894	26.9	2,231	3.4	
26	PlanMember Securities	211	33.6	97,200	28.6	461	(3.8)	
27	LaSalle St. Securities, LLC.	182	18.4	51,000	27.5	330	6.5	
28	Kovack Securities, Inc.	177	6.0	71,668	11.5	420	5.0	
29	Hornor, Townsend & Kent, LLC (HTK)	164	(1.6)	88,367	(5.8)	616	(26.1)	
30	CoastalOne	154	20.1	18,733	46.6	132	18.9	
31	The O.N. Equity Sales Company	150	33.4	72,700	20.5	678	(7.8)	
32	MML Investors Services, LLC	129	31.1	997,426	27.7	6,661	(4.2)	
33	Packerland Brokerage Services, Inc.	117	23.8	32,687	35.4	288	8.3	
34	Equitable Advisors	88	32.2	386,444	33.7	4,426	0.6	
35	Bley Investment Group, Inc.	75	(25.0)	300	0.0	6	50.0	
36	Fortune Financial Services, Inc.	68	(8.8)	19,236	(1.8)	281	7.7	
37	Trutoro	59	67.7	2,011	62.9	33	0.0	
38	Alden Investment Group	53	15.6	4,000	33.3	90	12.5	
39	First Command Financial Services, Inc.	44	2.8	27,904	7.4	670	7.9	
40	CFD Investments, Inc.	21	(86.4)	3,105	(87.3)	192	(6.8)	
41	Park Avenue Securities LLC	5	0.2	10,000	0.0	N/A	N/A	
42	Ameriprise Financial	N/A	14.7	757	17.4	7,988	2.3	
43	Concourse Financial Group Securities, Inc.	N/A	N/A	N/A	N/A	848	(2.0)	
44	The Leaders Group, Inc.	N/A	N/A	N/A	N/A	1,295	20.4	
45	Principal Securities, Inc.	N/A	N/A	N/A	N/A	1,591	(8.9)	
46	Lincoln Financial Network	N/A	N/A	N/A	N/A	1,634	(8.8)	
47	Avantax Investment Services, Inc.	N/A	N/A	458,027	20.3	3,416	(9.4)	

	PRODUCING REPS	% CHANGE	REPS ADDED	REPS DROPPED	SERIES 6 REPS	SERIES 7 REPS	CFPS	% MALE REPS	% FEMALE REPS
	2,077	3.2	N/A	N/A	N/A	N/A	1,074	83	17
	4,628	3.5	489	332	N/A	N/A	1,411	84	16
	247	(3.1)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	163	26.4	38	4	N/A	N/A	24	88	12
	105	40.0	34	4	N/A	N/A	N/A	N/A	N/A
	552	2.6	57	38	N/A	N/A	90	84	16
	1,408	4.7	117	79	N/A	N/A	339	85	15
	216	1.4	23	20	N/A	N/A	43	83	17
	483	(5.7)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	447	(1.1)	39	50	N/A	N/A	122	82	18
	89	11.3	5	3	N/A	N/A	25	N/A	N/A
	9,670	(3.9)	0	0	N/A	N/A	N/A	85	15
	1,114	3.4	137	100	N/A	N/A	224	86	14
	468	3.8	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	3,729	2.9	315	276	N/A	N/A	861	83	17
	245	16.7	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	982	(2.7)	58	85	N/A	N/A	212	80	20
	5,536	5.3	N/A	N/A	N/A	N/A	N/A	89	11
	644	0.2	34	42	N/A	N/A	224	80	20
	19,876	15.0	N/A	N/A	N/A	N/A	4,596	N/A	N/A
	409	(5.3)	15	38	N/A	N/A	70	88	12
	249	1.2	18	14	N/A	N/A	55	84	16
	151	3.4	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	7,988	6.5	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	2,231	3.4	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	461	(3.8)	N/A	N/A	N/A	N/A	44	N/A	N/A
	280	7.7	25	5	N/A	N/A	100	82	18
	405	5.2	37	26	N/A	N/A	101	60	40
	538	(4.3)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	122	22.0	28	7	N/A	N/A	9	N/A	N/A
	485	(9.7)	36	93	N/A	N/A	64	N/A	N/A
	7,724	(2.6)	680	969	N/A	N/A	597	N/A	0
	280	9.4	34	17	N/A	N/A	21	88	12
	4,382	1.1	N/A	N/A	N/A	N/A	463	N/A	0
	4	33.3	2	1	N/A	N/A	1	25	75
	281	7.7	N/A	N/A	N/A	N/A	N/A	N/A	0
	34	(2.9)	6	6	N/A	N/A	4	76	24
	75	15.4	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	641	4.4	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	148	(6.3)	14	24	N/A	N/A	60	N/A	N/A
	1,911	(0.2)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	7,988	2.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	491	(0.8)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	590	20.7	N/A	N/A	N/A	N/A	106	N/A	N/A
	1,346	5.0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	11,584	(14.5)	66	224	N/A	N/A	330	85	15
	N/A	N/A	N/A	N/A	N/A	N/A	N/A	76	24

TOTAL REVENUES

2022 rank	2021 rank	COMPANY NAME	TOTAL REVENUE		COMMISSION REVENUE		FEE REVENUE		OTHER REVENUE	
			\$000	% CHANGE	\$000	% CHANGE	\$000	% CHANGE	\$000	% CHANGE
1	1	LPL Financial	7,720,830	31.5	2,378,683	24.8	4,673,496	38.6	668,651	12.7
2	2	Ameriprise Financial	6,050,478	20.1	1,401,099	16.1	3,962,724	26.9	686,655	(3.1)
3	3	Advisor Group	3,974,366	21.9	1,635,256	16.0	1,962,824	41.9	376,287	(19.5)
4	4	Raymond James Financial Services, Inc.	3,168,481	19.2	N/A	N/A	N/A	N/A	N/A	N/A
5	5	Cetera Financial Group	2,468,345	27.6	1,095,985	21.0	1,097,867	42.8	274,492	5.6
6	6	Commonwealth Financial Network	2,004,576	22.6	269,706	9.2	1,530,048	28.8	204,822	2.3
7	7	Northwestern Mutual Investment Services	2,002,950	32.0	474,699	27.4	1,397,178	36.7	131,074	6.9
8	8	MML Investors Services, LLC	1,575,800	27.2	835,700	20.7	729,500	35.2	10,600	43.2
9	9	Cambridge Investment Research, Inc.	1,370,000	26.3	381,000	22.5	818,000	31.7	170,153	11.4
10	10	Equitable Advisors	1,253,255	27.4	783,307	22.9	404,659	36.4	65,290	32.3
11	11	Lincoln Financial Network	916,118	20.0	535,328	17.4	311,845	24.9	68,944	19.3
12	12	Kestra Financial	751,044	23.6	224,729	13.8	481,556	32.2	44,759	(3.0)
13	13	Avantax Investment Services, Inc.	658,213	20.5	210,677	13.8	395,800	25.8	51,735	11.9
14	14	Atria Wealth Solutions	647,752	23.9	354,412	14.2	245,266	46.0	48,073	7.9
15	15	Securian Financial Services, Inc.	460,534	22.9	178,302	20.3	228,852	24.6	53,380	24.1
16	16	Lincoln Investment Planning	423,001	19.6	114,465	10.8	281,990	31.7	26,546	(26.7)
17	17	Principal Securities, Inc.	388,952	22.8	257,494	17.2	130,130	35.5	1,327	29.2
18	18	Park Avenue Securities LLC	325,900	30.6	186,900	29.5	139,000	31.9	N/A	N/A
19	19	Independent Financial Group, LLC	257,341	30.6	119,574	26.9	122,899	34.2	14,868	31.7
20	21	Centaurus Financial, Inc.	187,503	15.4	127,237	9.5	60,266	30.1	N/A	N/A
21	20	M Holdings Securities, Inc.	185,741	11.4	147,823	9.3	33,036	23.5	4,882	3.5
22	22	Infinitex Financial Group	180,000	14.1	131,351	14.6	29,000	24.5	19,700	(0.5)
23	23	United Planners Financial Services	177,442	28.4	57,228	27.0	115,776	31.1	4,438	(6.6)
24	27	PlanMember Securities	143,000	28.6	24,310	23.8	118,690	30.2	N/A	N/A
25	24	Geneos Wealth Management, Inc.	142,355	14.8	10,994	(17.3)	96,802	22.0	34,560	10.3
26	26	Concourse Financial Group Securities, Inc.	139,643	20.2	82,211	18.4	51,765	27.4	5,667	(7.3)
27	25	Hornor, Townsend & Kent, LLC (HTK)	136,889	14.2	85,408	15.4	49,682	13.7	1,793	(16.4)
28	28	Grove Point Financial	127,467	16.8	72,017	10.3	50,277	28.3	5,173	12.5
29	29	The Leaders Group, Inc.	120,000	34.7	118,300	40.8	N/A	N/A	1,700	(66.4)
30	30	Kovack Securities, Inc	101,243	22.9	46,772	15.6	51,278	27.7	3,192	81.2
31	31	The O.N. Equity Sales Company	84,656	19.4	62,450	15.3	22,035	32.6	171	11.3
32	36	Independent Financial Partners	83,466	30.5	13,335	68.8	66,290	28.3	3,679	(16.7)
33	32	Prospera Financial Services	82,012	16.5	25,601	1.6	50,526	37.9	5,885	(31.3)
34	33	First Command Financial Services, Inc.	79,818	23.7	17,501	34.2	36,863	23.1	25,454	18.1
35	34	Harbour Investments, Inc	78,983	23.2	28,834	8.7	42,810	31.7	7,339	45.4
36	35	The Investment Center, Inc.	76,493	19.5	38,835	21.4	34,995	24.4	2,663	(31.8)
37	39	Arkadios Capital	60,802	54.3	37,569	98.2	23,232	20.7		
38	37	LaSalle St. Securities, LLC.	56,000	27.3	36,000	24.1	18,000	28.6	2,000	100.0
39	38	International Assets Advisory, LLC	49,863	20.3	21,114	9.3	20,017	47.6	8,732	1.7
40	41	Founders Financial	40,639	31.0	5,761	18.3	33,357	35.1	1,521	4.3
41	40	CFD Investments, Inc.	40,157	25.1	17,058	15.1	20,482	40.5	2,617	(3.3)
42	42	Packerland Brokerage Services, Inc.	36,911	33.4	24,333	32.8	9,492	41.6	3,086	17.1
43	44	CoastalOne	32,253	91.4	14,606	41.5	8,073	30.9	9,573	2571.5
44	43	Fortune Financial Services, Inc.	23,489	10.9	23,489	10.9	N/A	N/A	N/A	N/A
45	45	Alden Investment Group	5,884	10.0	1	0.0	5,109	(6.5)	N/A	N/A
46	46	Trutoro	2,482	55.3	967	55.5	1,333	46.6	87	29.7
47	47	Bley Investment Group, Inc.	505	(8.2)	505	(8.2)	N/A	N/A	N/A	N/A

TOP 10 LISTS

REVENUE GROWTH

2022 rank	COMPANY NAME	TOTAL REV. \$000	% GROWTH
1	CoastalOne	32,253	91.41
2	Trutoro	2,482	55.30
3	Arkadios Capital	60,802	54.32
4	The Leaders Group, Inc.	120,000	34.67
5	Packerland Brokerage Services, Inc.	36,911	33.40
6	Northwestern Mutual Investment Services	2,002,950	32.00
7	LPL Financial	7,720,830	31.49
8	Founders Financial	40,639	31.03
9	Park Avenue Securities LLC	325,900	30.57
10	Independent Financial Group, LLC	257,341	30.56

PAYOUT GROWTH

2022 rank	COMPANY NAME	AVERAGE PAYOUT \$000	% GROWTH
1	Trutoro	59	67.68
2	PlanMember Securities	211	33.63
3	The O.N. Equity Sales Company	150	33.40
4	Equitable Advisors	88	32.20
5	The Investment Center, Inc.	243	31.19
6	MML Investors Services, LLC	129	31.13
7	Northwestern Mutual Investment Services	270	30.17
8	Advisor Group	327	29.25
9	United Planners Financial Services	341	28.38
10	Independent Financial Group, LLC	397	27.05

FEE-BASED MIX

2022 rank	COMPANY NAME	FEE REV. \$000	FEE REV AS % OF TOTAL REV
1	Alden Investment Group	5,109	86.8
2	PlanMember Securities	118,690	83.0
3	Founders Financial	33,357	82.1
4	Independent Financial Partners	66,290	79.4
5	Commonwealth Financial Network	1,530,048	76.3
6	Northwestern Mutual Investment Services	1,397,178	69.8
7	Geneos Wealth Management, Inc.	96,802	68.0
8	Lincoln Investment Planning	281,990	66.7
9	Ameriprise Financial	3,962,724	65.5
10	United Planners Financial Services	115,776	65.2

WOMEN AS A % OF PRODUCING REPS

2022 rank	COMPANY NAME	% FEMALE REPS	% MALE REPS
1	Bley Investment Group, Inc.	75	25
2	Kovack Securities, Inc.	40	60
3	Trutoro	24	76
4	Avantax Investment Services, Inc.	24	76
5	Lincoln Investment Planning	20	80
6	Centaurus Financial, Inc.	20	80
7	United Planners Financial Services	18	82
8	LaSalle St. Securities, LLC.	18	82
9	Commonwealth Financial Network	17	83
10	Harbour Investments, Inc.	17	83

TOTAL ACCOUNT ASSETS

2022 rank	COMPANY NAME	TOTAL ACC. ASSETS \$000	% CHANGE
1	LPL Financial	1,206,441,838	34
2	Advisor Group	586,233,683	20
3	Raymond James Financial Services, Inc.	466,255,000	23
4	Cetera Financial Group	353,294,819	23
5	Northwestern Mutual Investment Services	279,421,516	23
6	Commonwealth Financial Network	272,940,000	17
7	MML Investors Services, LLC	251,200,000	9
8	Equitable Advisors	211,938,689	25
9	Cambridge Investment Research, Inc.	160,915,201	17
10	Kestra Financial	114,349,249	20

HIGHEST GROWTH IN PRODUCING REPS

2022 rank	COMPANY NAME	% CHANGE IN PRODUCING REPS
1	Arkadios Capital	40.0
2	Bley Investment Group, Inc.	33.3
3	Prospera Financial Services	26.4
4	CoastalOne	22.0
5	The Leaders Group, Inc.	20.7
6	Independent Financial Partners	16.7
7	Alden Investment Group	15.4
8	LPL Financial	15.0
9	Founders Financial	11.3
10	Packerland Brokerage Services, Inc.	9.4

METHODOLOGY

Results are based on data from 47 participating firms in the IBD Elite. Financial Planning relied on the firms to ensure the accuracy of the information. FP works to verify data when possible. N/A means not applicable or not available. The 2020 data does not always match last year's survey because some companies restated data; as a result, some of the rankings from the prior year are different. The data for some firms that merged may have also changed from last year's survey. All figures reflect calendar year numbers. Total revenues drive the overall IBD Elite rankings.