

IBD Elite 2025

TOTAL REVENUES

2025 Rank	2024 Rank	COMPANY NAME	TOTAL REVENUE		COMMISSION REVENUE		FEE REVENUE		OTHER REVENUE	
			\$000	% CHANGE	\$000	% CHANGE	\$000	% CHANGE	\$000	% CHANGE
1	1	LPL Financial	12,385,107	23.2	3,305,487	29.5	5,461,858	32.1	3,617,762	7.5
2	2	Ameriprise Financial	7,227,663	12.1	1,453,284	8.2	4,868,082	18.8	906,297	(10.1)
3	3	Osaic	4,894,061	10.6	1,926,249	24.2	2,308,739	11.9	659,073	(18.7)
4	4	Cetera	4,727,459	19.7	1,589,466	94.2	2,210,925	23.3	927,068	(30.8)
5	5	Raymond James Financial Services	4,278,487	9.3	NA	NA	NA	NA	NA	NA
6	6	Northwestern Mutual	3,035,374	21.4	498,617	11.2	2,154,606	26.0	382,151	11.3
7	7	Commonwealth Financial Network	2,635,818	15.4	292,245	12.3	1,935,692	20.1	407,881	(0.9)
8	8	MML Investors Services	2,025,500	19.8	929,700	18.6	1,090,400	21.0	5,400	(3.6)
9	10	Equitable Advisors	1,796,000	15.8	973,000	13.4	577,000	21.5	246,000	13.4
10	9	Cambridge Investment Research	1,786,706	12.5	421,032	13.9	1,001,446	17.2	364,228	0.2
11	11	Kestra Financial	857,806	19.2	219,465	20.5	546,456	23.0	91,885	(1.5)
12	13	Principal Securities	484,872	29.0	247,285	43.0	155,159	17.9	82,428	15.4
13	14	Park Avenue Securities	472,376	27.0	247,016	35.3	225,360	19.0	NA	NA
14	12	Lincoln Investment Planning	454,494	14.4	108,427	8.5	307,014	13.7	39,053	43.6
15	15	First Command Financial Services	303,321	13.7	24,159	22.9	247,698	12.8	30,734	13.6
16	16	Independent Financial Group	292,221	12.2	119,093	12.3	149,221	13.1	23,907	6.6
17	17	J.W. Cole Financial	270,350	23.8	73,350	14.6	125,000	20.2	72,000	43.1
18	18	Centaurus Financial	224,468	5.6	134,681	2.2	80,808	11.8	8,979	5.6
19	19	United Planners Financial Services	203,901	17.4	56,741	21.0	140,552	16.9	6,609	1.3
20	20	PlanMember Securities	161,000	11.8	19,320	(29.4)	138,460	18.7	3,220	NA
21	21	Hornor, Townsend & Kent	150,325	14.0	91,492	19.7	56,635	10.7	2,198	(49.1)
22	25	Arkadios Capital	138,383	41.3	95,948	78.1	42,435	(3.7)	NA	NA
23	23	Prospera Financial Services	135,041	23.2	31,883	16.6	92,111	26.6	11,046	17.0
24	22	Geneos Wealth Management	134,255	8.5	10,241	29.0	95,797	9.4	28,217	NA
25	24	Kovack Financial Network	115,676	17.2	52,221	26.0	61,395	10.3	2,060	27.8
26	26	Lion Street Financial	107,983	21.0	54,651	25.5	46,303	16.2	7,028	19.5
27	28	Harbour Investments	103,958	27.1	29,647	20.0	63,488	30.3	10,823	30.1
28	27	Independent Financial Partners	97,424	17.6	12,517	15.8	77,749	18.2	7,158	13.6
29	31	The Strategic Financial Alliance	65,800	11.0	17,000	(8.1)	43,500	21.8	5,300	3.9
30	29	The O.N. Equity Sales Company	65,762	7.3	45,271	5.5	20,443	11.8	47	(60.8)
31	30	LaSalle St. Securities	65,000	8.3	34,000	6.3	30,000	11.1	1,000	NA
32	35	Kingswood Capital Partners	61,309	53.5	41,801	6.5	15,975	77.7	3,533	NA
33	32	International Assets Advisory	54,500	17.2	15,529	6.6	29,689	26.3	9,282	10.1
34	33	CFD Investments Inc	53,311	22.4	21,873	22.4	27,766	24.7	3,672	7.5
35	34	Founders Financial Securities	49,453	21.6	16,197	30.7	31,202	19.2	2,054	(2.0)
36	36	Packerland Brokerage Services	45,366	23.1	32,159	(88.0)	13,207	30.2	1,625	235.1
37	37	Integrity Alliance	43,847	26.8	14,960	7.2	27,599	42.7	1,288	0.6
38	38	Fortune Financial Services	20,937	11.4	20,937	11.4	NA	NA	NA	NA

TOP 10 LISTS

REVENUE GROWTH

2025 Rank	COMPANY NAME	TOTAL REV. \$000	% GROWTH
1	Kingswood Capital Partners	61,309	53.53
2	Arkadios Capital	138,383	41.31
3	Principal Securities	484,872	29.01
4	Harbour Investments	103,958	27.15
5	Park Avenue Securities	472,376	27.01
6	Integrity Alliance	43,847	26.82
7	J.W. Cole Financial	270,350	23.84
8	Prospera Financial Services	135,041	23.24
9	LPL Financial	12,385,107	23.20
10	Packerland Brokerage Services	45,366	23.12

PAYOUT GROWTH

2025 Rank	COMPANY NAME	AVERAGE PAYOUT \$000	% GROWTH
1	MML Investors Services	246	29.17
2	The O.N. Equity Sales Company	195	28.20
3	Integrity Alliance	184	25.38
4	Park Avenue Securities	185	25.13
5	Harbour Investments	418	24.02
6	Packerland Brokerage Services	142	22.69
7	Arkadios Capital	678	21.92
8	Cetera	267	21.90
9	Founders Financial Securities	358	21.15
10	J.W. Cole Financial	492	20.47

FEE-BASED MIX

2025 Rank	COMPANY NAME	FEE REV. \$000	FEE REV AS % OF TOTAL REV
1	PlanMember Securities	138,460	86.0
2	First Command Financial Services	247,698	81.7
3	Independent Financial Partners	77,749	79.8
4	Commonwealth Financial Network	1,935,692	73.4
5	Geneos Wealth Management	95,797	71.4
6	Northwestern Mutual	2,154,606	71.0
7	United Planners Financial Services	140,552	68.9
8	Prospera Financial Services	92,111	68.2
9	Lincoln Investment Planning	307,014	67.6
10	Ameriprise Financial	4,868,082	67.4

WOMEN AS A % OF PRODUCING REPS

2025 Rank	COMPANY NAME	% FEMALE REPS	% MALE REPS
1	Independent Financial Group	24	76
2	Kovack Financial Network	22	78
3	Lincoln Investment Planning	21	79
4	Centaurus Financial	20	80
5	United Planners Financial Services	19	81
6	The Strategic Financial Alliance	18	82
9	Harbour Investments	17	83
9	Cambridge Investment Research	17	83
9	Raymond James Financial Services	17	83
10	Osaic	16	84

TOTAL ACCOUNT ASSETS

2025 Rank	COMPANY NAME	TOTAL ACC. ASSETS \$000	% CHANGE
1	LPL Financial	1,794,900,000	32.6
2	Osaic	692,613,913	15.1
3	Raymond James Financial Services	559,054,000	21.5
4	Cetera	545,362,721	11.4
5	Northwestern Mutual	375,455,557	19.7
6	Commonwealth Financial Network	344,443,873	16.2
7	MML Investors Services	268,400,000	11.9
8	Equitable Advisors	248,000,000	12.2
9	Cambridge Investment Research	187,192,856	15.3
10	Kestra Financial	130,665,592	12.1

HIGHEST GROWTH IN PRODUCING REPS

2025 Rank	COMPANY NAME	% CHANGE IN PRODUCING REPS
1	Arkadios Capital	15.9
2	Lion Street Financial	12.3
3	Independent Financial Partners	12.3
4	Kingswood Capital Partners	11.9
5	Commonwealth Financial Network	6.9
6	Prospera Financial Services	6.5
7	LaSalle St. Securities	5.3
8	Equitable Advisors	4.1
9	Harbour Investments	3.9
10	Osaic	3.9

METHODOLOGY

Results are based on data from 38 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. "NA" means not applicable or not available. The 2023 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.