

IBD Elite 2026

TOTAL REVENUES

2026 Rank	2025 Rank	COMPANY NAME	TOTAL REVENUE		COMMISSION REVENUE		FEE REVENUE		OTHER REVENUE	
			\$000	% CHANGE	\$000	% CHANGE	\$000	% CHANGE	\$000	% CHANGE
1	1	LPL Financial	16,989,479	37.2	4,505,072	36.3	8,161,238	49.4	4,323,169	19.5
2	2	Ameriprise Financial Services	7,960,358	10.1	1,536,531	5.7	5,573,488	14.5	850,339	(6.2)
3	3	Osaic	5,814,659	7.0	1,999,480	2.6	2,572,995	11.4	1,242,184	5.7
4	4	Cetera	5,082,884	9.9	1,033,040	11.9	3,837,001	9.4	212,843	9.9
5	5	Raymond James Financial Services	4,523,238	5.7	NA	NA	NA	NA	NA	NA
6	6	Northwestern Mutual	3,491,190	15.0	544,592	9.2	2,569,652	19.3	376,946	(1.4)
7	8	MML Investors Services	2,301,000	13.6	995,300	7.1	1,302,800	19.5	2,900	(46.3)
8	10	Cambridge Investment Research	2,057,734	15.2	466,938	10.9	1,198,046	19.6	392,750	7.8
9	9	Equitable Advisors	1,978,000	10.1	1,040,000	6.9	682,000	18.2	256,000	4.1
10	11	Kestra Financial	977,762	14.0	221,358	0.9	649,663	18.9	106,741	16.2
11	13	Park Avenue Securities	597,928	10.2	323,927	3.8	274,002	18.8	NA	NA
12	12	Principal Securities	542,261	11.8	276,553	11.8	189,791	22.3	75,917	(7.9)
13	14	Lincoln Investment Planning	497,805	9.5	115,438	6.5	335,894	9.4	46,473	19.0
14	15	First Command Financial Services	345,009	14.0	27,921	15.6	283,613	14.5	33,474	8.9
15	16	Independent Financial Group	320,021	9.5	127,377	7.0	164,901	10.5	27,743	16.0
16	17	J.W. Cole Financial	316,748	17.2	74,122	1.1	153,556	22.8	89,070	23.7
17	18	Centaurus Financial	233,622	4.1	135,500	0.6	88,776	9.9	9,345	4.1
18	19	United Planners Financial Services	228,462	12.0	60,122	6.0	160,592	14.3	7,748	17.2
19	NA	Ameritas Investment Company & Ameritas Advisory Services	197,111	10.0	60,965	3.3	109,588	13.7	26,558	11.6
20	20	PlanMember Securities	172,000	6.8	23,400	21.1	149,000	8.0	NA	NA
21	23	Prospera Financial Services	167,998	24.4	36,244	13.7	119,580	29.8	12,174	10.2
22	21	Hornor, Townsend & Kent	162,467	8.1	91,597	0.1	61,667	8.9	9,203	318.7
23	22	Arkadios Capital	154,000	30.5	53,419	0.6	100,581	55.0	NA	NA
24	24	Geneos Wealth Management	144,026	7.3	8,952	(12.6)	105,424	10.0	8,578	22.4
25	25	Kovack Financial Network	125,854	8.8	50,342	(3.6)	75,512	23.0	NA	NA
26	28	IFP	120,618	23.8	14,921	19.2	98,086	26.2	7,610	6.3
27	27	Harbour Investments	116,650	12.2	28,375	(4.3)	76,371	20.3	11,905	10.0
28	NA	Arete Wealth	114,262	23.0	86,488	31.4	27,044	2.5	729	7.1
29	NA	Level Four Group	75,482	11.3	20,613	1.9	45,821	20.3	9,047	(4.5)
30	32	Kingswood Capital Partners	75,000	22.3	51,000	22.0	19,500	22.1	4,500	27.4
31	31	LaSalle St. Securities	75,000	11.9	37,000	(2.6)	37,000	32.1	1,000	0.0
32	30	The O.N. Equity Sales Company	70,123	6.6	46,408	2.5	23,551	15.2	164	247.3
33	33	International Assets Advisory	60,000	10.1	14,000	(9.8)	37,000	24.6	9,000	(3.0)
34	34	CFD Investments	59,045	10.3	22,975	5.0	32,104	14.8	3,966	8.0
35	36	Packerland Brokerage Services	54,896	16.8	37,294	16.0	17,137	19.6	465	15.4
36	35	Founders Financial Securities	52,515	6.2	15,146	(6.5)	35,095	12.5	2,274	10.7
37	38	Fortune Financial Services	22,142	5.8	22,142	5.8	NA	NA	NA	NA

TOP 10 LISTS

REVENUE GROWTH

2026 Rank	COMPANY NAME	TOTAL REV. \$000	% GROWTH
1	LPL Financial	16,989,479	37.2
2	Arkadios Capital	154,000	30.5
3	Prospera Financial Services	167,998	24.4
4	IFP	120,618	23.8
5	Arete Wealth	114,262	23.0
6	Kingswood Capital Partners	75,000	22.3
7	J.W. Cole Financial	316,748	17.2
8	Packerland Brokerage Services	54,896	16.8
9	Cambridge Investment Research	2,057,734	15.2
10	Northwestern Mutual	3,491,190	15.0

PAYOUT GROWTH

2026 Rank	COMPANY NAME	AVERAGE PAYOUT \$000	% GROWTH
1	LaSalle St. Securities	247	34.9
2	MML Investors Services	304	23.5
3	Osaic	429	23.4
4	Centaurus Financial	353	22.3
5	Geneos Wealth Management	589	21.0
6	IFP	405	19.8
7	The O.N. Equity Sales Company	233	19.1
8	J.W. Cole Financial	576	17.2
9	Lincoln Investment Planning	356	16.6
10	Northwestern Mutual	433	16.3

FEE-BASED MIX

2026 Rank	COMPANY NAME	FEE REV. \$000	FEE REV AS % OF TOTAL REV
1	PlanMember Securities	149,000	86.63
2	First Command Financial Services	283,613	82.20
3	IFP	98,086	81.32
4	Cetera	3,837,001	75.49
5	Northwestern Mutual	2,569,652	73.60
6	Geneos Wealth Management	105,424	73.20
7	Prospera Financial Services	119,580	71.18
8	United Planners Financial Services	160,592	70.29
9	Ameriprise Financial Services	5,573,488	70.02
10	Lincoln Investment Planning	335,894	67.48

WOMEN AS A % OF PRODUCING REPS

2026 Rank	COMPANY NAME	% FEMALE REPS	% MALE REPS
1	LaSalle St. Securities	25	75
1	Kovack Financial Network	25	75
3	Independent Financial Group	24	76
4	J.W. Cole Financial	22	78
5	Osaic	21	79
5	Centaurus Financial	21	79
7	Lincoln Investment Planning	20	80
7	Kingswood Capital Partners	20	80
7	United Planners Financial Services	20	80
10	Cambridge Investment Research	18	82
10	Harbour Investments	18	82

TOTAL ACCOUNT ASSETS

2026 Rank	COMPANY NAME	TOTAL ACC. ASSETS \$000	% CHANGE
1	LPL Financial	2,370,500,000	36.2
2	Osaic	758,368,162	9.4
3	Cetera	613,897,421	17.4
4	Raymond James Financial Services	611,196,000	9.3
5	Northwestern Mutual	441,431,171	17.6
6	MML Investors Services	306,500,000	14.2
7	Equitable Advisors	277,700,000	12.0
8	Cambridge Investment Research	265,332,060	41.7
9	Kestra Financial	154,508,977	18.2
10	Principal Securities	95,669,443	19.2

HIGHEST GROWTH IN PRODUCING REPS

2026 Rank	COMPANY NAME	% CHANGE IN PRODUCING REPS
1	Prospera Financial Services	27.1
2	IFP	11.2
3	Hornor, Townsend & Kent	11.0
4	Arkadios Capital	9.8
5	Cambridge Investment Research	8.3
6	Kingswood Capital Partners	7.4
6	United Planners Financial Services	7.4
8	Principal Securities	7.2
9	Kestra Financial	6.4
10	LaSalle St. Securities	5.8

METHODOLOGY

Results are based on data from 37 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 2024 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.