

Financial Planning

APRIL 24, 2025

In April 2025, *Financial Planning* released the results of their annual compensation study, **Best Advisor Pay**, providing a ranking of both wirehouse and regional and national broker-dealer firms at four production levels. Below is a listing of these rankings, combining both types of firms, at each production level.

Best advisor pay for the \$2M producer

Edward Jones

BASE PAY
\$787,500
DEFERRED-YE
\$396,400

TOTAL
\$1,183,900

Raymond James & Associates

BASE PAY
\$900,000
DEFERRED-YE
\$215,000

TOTAL
\$1,115,000

Wells Fargo

BASE PAY
954,640
DEFERRED-YE
\$78,825

TOTAL
\$1,033,465

Janney Montgomery Scott

BASE PAY
\$920,000
DEFERRED-YE
\$160,000

TOTAL
\$1,080,000

UBS

BASE PAY
\$882,300
DEFERRED-YE
\$137,700

TOTAL
\$1,020,000

STIFEL

BASE PAY
\$955,000
DEFERRED-YE
\$120,000

TOTAL
\$1,075,000

Merrill

BASE PAY
\$845,000
DEFERRED-YE
\$160,400

TOTAL
\$1,005,400

RBC Wealth Management

BASE PAY
\$960,000
DEFERRED-YE
\$110,000

TOTAL
\$1,070,000

Morgan Stanley

BASE PAY
\$864,000
DEFERRED-YE
\$96,000

TOTAL
\$960,000

Best advisor pay for the \$1M producer

Edward Jones

BASE PAY
\$393,750
DEFERRED-YE
\$155,400

TOTAL
\$549,150

Stifel

BASE PAY
\$455,000
DEFERRED-YE
\$50,000

TOTAL
\$505,000

UBS

BASE PAY
\$436,100
DEFERRED-YE
\$53,900

TOTAL
\$490,000

RBC Wealth Management

BASE PAY
\$460,000
DEFERRED-YE
\$41,800

TOTAL
\$501,800

Wells Fargo

BASE PAY
\$454,640
DEFERRED-YE
\$14,325

TOTAL
\$468,965

Raymond James & Associates

BASE PAY
\$445,000
DEFERRED-YE
\$56,000

TOTAL
\$501,000

Merrill

BASE PAY
\$400,000
DEFERRED-YE
\$65,000

TOTAL
\$465,000

Janney Montgomery Scott

BASE PAY
\$450,000
DEFERRED-YE
\$50,000

TOTAL
\$500,000

Morgan Stanley

BASE PAY
\$411,400
DEFERRED-YE
\$28,600

TOTAL
\$440,000

Best advisor pay for the \$600K producer

Edward Jones

BASE PAY
\$236,250
DEFERRED-YE
\$56,100

TOTAL
\$292,350

Stifel

BASE PAY
\$255,000
DEFERRED-YE
\$30,000

TOTAL
\$285,000

Wells Fargo

BASE PAY
\$254,640
DEFERRED-YE
\$3,000

TOTAL
\$257,640

RBC Wealth Management

BASE PAY
\$258,000
DEFERRED-YE
\$9,900

TOTAL
267,900

Morgan Stanley

BASE PAY
\$236,550
DEFERRED-YE
\$12,450

TOTAL
\$249,000

Raymond James & Associates

BASE PAY
\$261,000
DEFERRED-YE
\$0

TOTAL
\$261,000

Janney Montgomery Scott

BASE PAY
\$240,000
DEFERRED-YE
\$0

TOTAL
\$240,000

Merrill

BASE PAY
\$234,000
DEFERRED-YE
\$24,000

TOTAL
\$258,000

UBS

BASE PAY
\$194,400
DEFERRED-YE
\$21,600

TOTAL
\$216,000

Best advisor pay for the \$400K producer

Stifel

BASE PAY
\$155,000
DEFERRED-YE
\$20,000

TOTAL
\$175,000

Edward Jones

BASE PAY
\$157,500
DEFERRED-YE
\$9,800

TOTAL
\$167,300

Wells Fargo

BASE PAY
\$154,640
DEFERRED-YE
\$0

TOTAL
\$154,640

Raymond James & Associates

BASE PAY
\$166,000
DEFERRED-YE
\$0

TOTAL
\$166,000

Morgan Stanley

BASE PAY
\$132,600
DEFERRED-YE
\$3,400

TOTAL
\$136,000

Merrill

BASE PAY
\$148,000
DEFERRED-YE
\$14,000

TOTAL
\$162,000

UBS

BASE PAY
\$104,400
DEFERRED-YE
\$11,600

TOTAL
\$116,000

RBC Wealth Management

BASE PAY
\$156,000
DEFERRED-YE
\$0

TOTAL
\$156,000

Janney Montgomery Scott

BASE PAY
\$80,000
DEFERRED-YE
\$0

TOTAL
\$80,000

Important information:

Data provided by [Arizent](#) and analysis conducted by compensation consultant Andy Tasnady and his firm, [Tasnady & Associates](#). Data as of 12/31/2024. Source: [Financial Planning](#) (published April 2025).

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