

HELCK CHESTER B
Form 4
November 17, 2004

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
HELCK CHESTER B

2. Issuer Name and Ticker or Trading Symbol
RAYMOND JAMES FINANCIAL INC [RJF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
880 CARILLON PARKWAY
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
11/15/2004

Director 10% Owner
 Officer (give title below) Other (specify below)
Chief Operating Officer

ST. PETERSBURG, FL 33716
(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
| | | | Code | V Amount (D) Price | | | |
| Common Stock | 11/15/2004 | | G | V 200 D \$ 0 | 42,719 | D | |
| Common Stock | | | | | 4,155 | I | ESOP |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares | |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Employee Stock Option (right to buy) | \$ 13.75 | | | | | 11/18/2002 ⁽¹⁾ | 01/18/2005 | Common Stock | 7,500 |
| Employee Stock Option (right to buy) | \$ 21.33 | | | | | 11/28/2004 ⁽²⁾ | 01/28/2007 | Common Stock | 9,000 |
| Employee Stock Option (right to buy) | \$ 21.03 | | | | | 12/10/2005 ⁽³⁾ | 02/10/2008 | Common Stock | 66,094 |
| Employee Stock Option (right to buy) | \$ 21.03 | | | | | 12/10/2005 ⁽⁴⁾ | 02/10/2008 | Common Stock | 8,905 |
| Employee Stock Option (right to buy) | \$ 25.2 | | | | | 12/04/2006 | 02/04/2009 | Common Stock | 4,800 |
| Employee Stock Option (right to buy) | \$ 25.2 | | | | | 01/04/2008 ⁽⁵⁾ | 02/04/2009 | Common Stock | 7,200 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---------------------------------------------------------------------|---------------|-----------|-------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| HELCK CHESTER B 880 CARILLON PARKWAY ST. PETERSBURG, FL 33716 | X | | Chief Operating Officer | |

Signatures

Chet B. Helck 11/17/2004

 Signature of Date
Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Options Currently Exercisable - 6,000. Options Becoming exercisable - 1,500 on 11/18/2004
- (2) Options Becoming exercisable - 3,720 on 11/28/2004, 3,480 on 11/28/2005 and 1,800 on 11/28/2006
- (3) Options Becoming exercisable - 43,776 on 12/10/2005, 12,072 on 12/10/2006 and 10,246 on 12/10/2007
- (4) Options Becoming exercisable - 1,224 on 12/10/2005, 2,928 on 12/10/2006 and 4,753 on 12/10/2007
- (5) Options Becoming exercisable - 3,600 on 1/4/2008, and 3,600 on 1/4/2009

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.