



2023 Top 25 Broker – Dealers by Members (as of July 1, 2023)

RANK	BROKER-DEALER	MARKET	2023 MEMBERS
1	NYLife Securities LLC	United States	467
2	Northwestern Mutual Investment Services	United States	229
3	MML Investors Services LLC	United States	189
4	Pruco Securities Corp	United States	178
5	State Farm VP Management Corp	United States	123
6	LPL Financial	United States	91
7	Park Avenue Securities LLC	United States	79
8	Sun Life Fin Investment Svcs(Canada)Inc	Canada	63
9	Royal Alliance Associates Inc	United States	56
10	Ameriprise Financial	United States	51
10	Principal Securities	United States	51
12	Ameritas Investment Corp	United States	49
13	Thrivent Investment Management Inc	United States	43
14	MWA Financial Services Inc	United States	42
15	Farmers Financial Solutions LLC	United States	41
16	Kestra Financial	United States	40
16	ValMark Securities Inc	United States	40
18	Cambridge Investment Research Inc	United States	39
19	M Holdings Securities Inc	United States	37
20	FBL Marketing Service Inc	United States	36
21	Quadrus Investment Services Ltd	Canada	35
22	Mutual Of Omaha Investor Svcs Inc	United States	34
23	Cetera Advisor Networks LLC	United States	30
23	Equity Services Inc	United States	30
25	ON Equity Sales Co	United States	29