

E TRADE FINANCIAL CORP  
Form 8-K  
March 07, 2017

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

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**FORM 8-K**

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**CURRENT REPORT**  
Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

**Date of report: March 7, 2017**  
(Date of earliest event reported)

**E\*TRADE Financial Corporation**  
(Exact name of Registrant as Specified in its Charter)

<b>Delaware</b>	<b>1-11921</b>	<b>94-2844166</b>
<b>(State or other jurisdiction of incorporation or organization)</b>	<b>(Commission File Number)</b>	<b>(I.R.S. Employer Identification Number)</b>
<b>1271 Avenue of the Americas, 14th Floor, New York, New York 10020</b>		
(Address of Principal Executive Offices and Zip Code)		
<b>(646) 521-4300</b>		
(Registrant's Telephone Number, including Area Code)		

**Not Applicable**  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 7.01 REGULATION FD DISCLOSURE**

E\*TRADE Financial Corporation (the “Company”) is presenting at the Raymond James Institutional Investors Conference today. During the presentation, the Company will discuss its Daily Average Revenue Trades (DARTs) for the month of February. For February 2017, the Company reports DARTs of 218,964, a nine percent increase from January. Derivatives represented 28 percent of total DARTs in February, down from 29 percent in the prior month. The Company intends to issue its standard monthly activity report for February on or about March 14, 2017.

The information appearing in this Item 7.01 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange act of 1934, or otherwise subject to the liabilities of that section.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: March 7, 2017

E\*TRADE FINANCIAL  
CORPORATION

By: /s/ Lori S. Sher

Name: Lori S. Sher

Title: Corporate Secretary