Transamerica Financial Advisors, LLC - Held NMS Stocks and Options Order Routing Public Report

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3rd Quarter, 2024

July 2024

S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
100.00	95.44	0.00	4.56	0.00

Venues

venues													
Venue - Non-Directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/ Received for Market Orders (USD)	Net Payment Paid/ Received for Market Orders (cents per hundred shares)	Net Payment Paid/ Received for Marketable Limit Orders (USD)	Net Payment Paid/ Received for Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Net Payment Paid/Received for Non- Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Othe Orders (cents per hundred shares)
VIRTU Americas, LLC (NITE)	25.58	33.04	0.00	1.41	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
G1 Execution Services, LLC (ETMM)	20.93	26.52	0.00	2.82	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Citadel Securities LLC (CDRG)	18.94	24.35	0.00	1.41	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
New York Stock Exchange (NYSE)	15.95	0.00	0.00	67.61	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Jane Street Capital, LLC (JNST)	10.96	14.35	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
NASDAQ Execution Services, LLC (NSDQ)	3.99	0.00	0.00	16.90	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Cboe EDGX US Equities Exchange (EDGX)	1.66	0.00	0.00	7.04	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
StoneX Financial Inc. (INTL)	0.66	0.87	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Members Exchange (MEMX)	0.66	0.00	0.00	2.82	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Two Sigma Securities, LLC (SOHO)	0.66	0.87	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects:

Transamerica Financial Advisors LLC does not receive compensation, rebates, nor pay transaction fees for the routing of its equity order flow pursuant to rule 606(a)(1)(iv).

July 2024

Non-S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
100.00	94.51	0.00	5.49	0.00

Venues

Venue - Non-Directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders (USD)	Net Payment Paid/Received for Market Orders (cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders (USD)	Net Payment Paid/Received for Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Net Payment Paid/Received for Non- Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Other Orders (cents per hundred shares)
VIRTU Americas, LLC (NITE)	28.43	32.56	0.00	6.25	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Jane Street Capital, LLC (JNST)	23.53	27.91	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
G1 Execution Services, LLC (ETMM)	19.61	23.26	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Citadel Securities LLC (CDRG)	10.78	12.79	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
New York Stock Exchange (NYSE)	7.84	0.00	0.00	50.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
NASDAQ Execution Services, LLC (NSDQ)	5.88	0.00	0.00	37.50	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
StoneX Financial Inc. (INTL)	2.94	3.49	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Manakasa Fuakasasa (MEMV)							
				0.0000	0.0000	0.0000	0.0000
	0.00				0.0000		

Material Aspects:

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July 2024

Option Contracts

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
0.00	0.00	0.00	0.00	0.00

Venues

Venue - Non-Directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders (USD)	Net Payment Paid/Received for Market Orders (cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders (USD)	Net Payment Paid/Received for Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Net Payment Paid/Received for Non- Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Other Orders (cents per hundred shares)
	0.00	0.00	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects

Transamerica Financial Advisors LLC does not receive compensation, rebates, nor pay transaction fees for the routing of its equity order flow pursuant to rule 606(a)(1)(iv).

August 2024

S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
100.00	95.83	0.00	4.17	0.00

Venues

Venue - Non-Directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders (USD)	Net Payment Paid/Received for Market Orders (cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders (USD)	Net Payment Paid/Received for Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Net Payment Paid/Received for Non- Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Other Orders (cents per hundred shares)
VIRTU Americas, LLC (NITE)	23.82	30.16	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Citadel Securities LLC (CDRG)	21.46	26.90	0.00	1.03	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Jane Street Capital, LLC (JNST)	18.03	22.55	0.00	1.03	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
G1 Execution Services, LLC (ETMM)	14.59	17.93	0.00	2.06	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
New York Stock Exchange (NYSE)	9.66	0.00	0.00	46.39	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
NASDAQ Execution Services, LLC (NSDQ)	8.80	0.00	100.00	41.24	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
UBS Securities, LLC (UBSS)	1.07	1.36	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Cboe EDGX US Equities Exchange (EDGX)	0.86	0.00	0.00	4.12	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
StoneX Financial Inc. (INTL)	0.64	0.82	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Members Exchange (MEMX)	0.64	0.00	0.00	3.09	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects:

Transamerica Financial Advisors LLC does not receive compensation, rebates, nor pay transaction fees for the routing of its equity order flow pursuant to rule 606(a)(1)(iv).

Non-S&P 500 Stocks

Summary

	Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
ı	100.00	91.73	0.00	8.27	0.00

Venues

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Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders (USD)	Net Payment Paid/Received for Market Orders (cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders (USD)	Net Payment Paid/Received for Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Net Payment Paid/Received for Non- Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Other Orders (cents per hundred shares)							
NASDAQ Execution Services, LLC (NSDQ)	22.06	0.00	0.00	54.88	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
Citadel Securities LLC (CDRG)	16.42	26.64	0.00	1.22	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
VIRTU Americas, LLC (NITE)	15.69	26.23	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
New York Stock Exchange (NYSE)	15.44	0.00	0.00	38.41	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
Jane Street Capital, LLC (JNST)	14.95	24.18	0.00	1.22	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
G1 Execution Services, LLC (ETMM)	11.76	18.03	0.00	2.44	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
UBS Securities, LLC (UBSS)	1.47	2.46	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
StoneX Financial Inc. (INTL)	0.74	1.23	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
Two Sigma Securities, LLC (SOHO)	0.74	1.23	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							
Cboe EDGX US Equities Exchange (EDGX)	0.49	0.00	0.00	1.22	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000							

Material Aspects:

Transamerica Financial Advisors LLC does not receive compensation, rebates, nor pay transaction fees for the routing of its equity order flow pursuant to rule 606(a)(1)(iv).

August 2024

Option Contracts

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
0.00	0.00	0.00	0.00	0.00

Venues

1	enue - Non-Directed Order	Non-Directed Orders	Market Orders (%)	Marketable Limit	Non-Marketable Limit	Other Orders (%)	Net Payment	Net Payment	Net Payment	Net Payment	Net Payment	Net Payment	Net Payment	Net Payment
	Flow	(%)		Orders (%)	Orders (%)		Paid/Received for	Paid/Received for	Paid/Received for	Paid/Received for	Paid/Received for Non-	Paid/Received for Non-	Paid/Received for	Paid/Received for Other
							Market Orders (USD)	Market Orders (cents	Marketable Limit	Marketable Limit	Marketable Limit	Marketable Limit	Other Orders (USD)	Orders (cents per
								per hundred shares)	Orders (USD)	Orders (cents per	Orders (USD)	Orders (cents per		hundred shares)
										hundred shares)		hundred shares)		
- 1														
L		0.00	0.00	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects:

Transamerica Financial Advisors LLC does not receive compensation, rebates, nor pay transaction fees for the routing of its equity order flow pursuant to rule 606(a)(1)(iv).

September 2024

S&P 500 Stocks

Summar

Summary						
Non-Directed Orders as %	Market Orders as % of	Marketable Limit	Non-Marketable Limit	Other Orders as % of		
of All Orders	Non-Directed Orders	Orders as % of Non-	Orders as % of Non-	Non-Directed Orders		
		Directed Orders	Directed Orders			
100.00	98.62	0.00	1.10	0.28		

Venues

Venue - Non-Directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders (USD)	Net Payment Paid/Received for Market Orders (cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders (USD)	Net Payment Paid/Received for Marketable Limit Orders (cents per	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Marketable Limit Orders (cents per	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Other Orders (cents per hundred shares)
Citadel Securities LLC									hundred shares)		hundred shares)		
(CDRG)	28.80	29.61	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Jane Street Capital, LLC (JNST)	25.27	25.98	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
G1 Execution Services, LLC (ETMM)	20.92	20.95	0.00	22.22	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
VIRTU Americas, LLC (NITE)	20.65	20.95	0.00	0.00	100.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
New York Stock Exchange (NYSE)	1.90	0.00	0.00	77.78	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
StoneX Financial Inc. (INTL)	1.09	1.12	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Two Sigma Securities, LLC (SOHO)	0.54	0.56	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
UBS Securities, LLC (UBSS)	0.54	0.56	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
HRT FINANCIAL LP (HRTF)	0.27	0.28	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects:

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September 2024

Non-S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
100.00	94.20	0.48	5.31	0.00

Venues

Venue - Non-Directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders (USD)	Net Payment Paid/Received for Market Orders (cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders (USD)	Net Payment Paid/Received for Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders (USD)	Net Payment Paid/Received for Non- Marketable Limit Orders (cents per hundred shares)	Net Payment Paid/Received for Other Orders (USD)	Net Payment Paid/Received for Other Orders (cents per hundred shares)
Citadel Securities LLC (CDRG)	27.57	33.85	100.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Jane Street Capital, LLC (JNST)	19.34	23.59	0.00	2.13	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
G1 Execution Services, LLC (ETMM)	16.46	20.00	0.00	2.13	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
VIRTU Americas, LLC (NITE)	14.40	17.95	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
NASDAQ Execution Services, LLC (NSDQ)	7.82	0.00	0.00	40.43	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
New York Stock Exchange (NYSE)	7.82	0.00	0.00	40.43	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Cboe EDGX US Equities Exchange (EDGX)	2.47	0.00	0.00	12.77	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Two Sigma Securities, LLC (SOHO)	1.65	2.05	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
StoneX Financial Inc. (INTL)	0.82	1.03	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
UBS Securities, LLC (UBSS)	0.82	1.03	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects:

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September 2024

Option Contracts

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
0.00	0.00	0.00	0.00	0.00

Venues

Venue - Non-Directed Order Flow	Non-Directed Orders(%)	Market Orders(%)	Marketable Limit Orders(%)	Non-Marketable Limit Orders(%)	Other Orders(%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non- Marketable Limit Orders(USD)	Net Payment Paid/Received for Non- Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)
	0.00	0.00	0.00	0.00	0.00	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

Material Aspects:

Transamerica Financial Advisors LLC does not receive compensation, rebates, nor pay transaction fees for the routing of its equity order flow pursuant to rule 606(a)(1)(iv).